HFT 4930
Events Management

Instructor: Joe Askren MBA, CEC, CCE
Office: Sarasota Campus A319, CIL
E-Mail: Please communicate with me on Canvas Conversation
Office Telephone: 941-359-4229
Office Hours: Tuesday 10:00 – 1:00pm or by appointment

COURSE CREDIT HOURS: 3

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism

COURSE DESCRIPTION: This course will concentrate on established standards, techniques, and practices of event management. The focus will be on social and business functions, and the management of large scale, independent events, such as catering events.

COURSE TOPICS: Topics will include: Research, design, planning, coordination and evaluation of special events management.

COURSE OBJECTIVES:
1. Explain the planning and marketing strategies for successful events
2. Indicate the knowledge and skills associated with events operations and human resources

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT: The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):
1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make decisions using critical thinking and problem solving skills.
5. Evaluate diversity and ethical considerations relevant to the hospitality industry.

COURSE STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:
1. Develop and analyze an event concept in order to learn about event business (aligns with PLOs 1, 4)
2. Demonstrate a feasibility study for an event in order to learn about event planning (aligns with PLOs 1, 4)
3. Formulate and compute a budget and cash flow analysis (aligns with PLOs 1, 4)
4. Forecast and analyze staffing requirements and analyze different recruiting tools (aligns with PLOs 1, 2, 3, 4)
5. Select and evaluate requirements for safety and security at an event (aligns with PLOs 1, 2, 3, 4, 5)
6. Recognize the different organizational units and operating departments within the world of the event industry. For example: marketing, sales, operations, security/risk management (aligns with PLOs 1, 2, 3, 4, 5)
7. Students will discuss how all of the many different types of events that occur in a market can help cultivate social responsibility. (aligns with PLO 5)
8. Create, defend, and criticize a proposal for an event (aligns with PLOs 1, 2, 3, 4)

TEXT AND MATERIALS:

CANVAS USE:
The class syllabus is posted in Canvas, an online course management system. You must have an active Canvas account. You must have it active on or before the second-class meeting. I post PowerPoint slides, course material and other information on Canvas, which you must read. Also, any changes or additions specific to class may be announced and posted here. It is your responsibility to periodically check Canvas between class meeting times.

**Canvas may be accessed using your net ID and password. Go to: usflearn.instructure.com**

GRADING, EVALUATION AND ATTENDANCE POLICIES:

Course Evaluation

The student will be evaluated on assignments that will include in-class activities, group projects, guest speaker summaries, and off-campus tour(s). Some deliverables may range from a few paragraphs, round-table discussion, written group analysis of a case study, and group presentations/discussions.

In class participation (200 points):
Students will be expected to participate during in-class discussion. This will include discussions of the student experiences at events, textbook topics of interest, tours, guest speakers etc. On-time attendance is encouraged for full credit.

Student Facilitated Topics (50 out of the 200 points):
Each student will be put into a topics group (3 or less). The group will be in charge of leading the discussion for that week. This list with groups and assigned topics will be emailed to you during the end of the 1st week of class. You will come to class as a group and lead the discussion. Each group will be graded on their efforts.

*13% of grade

Service Functions/Practical (60pts):
**5 min round table summary during class will be needed for full points-

Students will be trained an help service the following the events:
>>Chowdown for Charity, October 30th @ The Riverhouse Bar & Grill, Palmetto FL
Students Arrive at 3:30pm, Function Starts at 6pm, End of Event 8:30

>>Brunch on the Bay, November 2nd on Main Campus
Students Arrive at 10:00am, Function Starts at 12pm, End of Event 2pm

*5% of your grade.

CIL Event Hours (125 points):
Student will work 5 hours at the Culinary Innovation Lab. On a first come first serve basis, each student will log a total of 5 hours. This may come from any event that is approved by the instructor. See on-going list of events.

**Note: 5 hours equates to 1 event at the CIL.

*11% of grade

Individual Sporting Event Project (75 points):
>>Benderson Rowing Facility Event Analysis
We will tour this world-class sporting facility and meet the organizers, developers, etc. Using a real upcoming sporting event at the park, you will conduct and event analysis that you will present to their staff. See canvas files for more information.
**Group Project (140 points):**

Clearwater Beach Uncorked and the University of South Florida School of Hospitality and Technology will develop a partnership to strategically increase and enhance many areas of this already successful event.

Tammy Gail is the Event Producer for Clearwater Beach Uncorked. We will meet with Tammy 3 times throughout the semester via live session or gotomeeting.com. Ms. Gail will keep us focused on the objectives and provide us with additional information needed to create a final group proposal.

**Tentative Industry Guest Lecturers:**

- >>>Margaret Williams: President of MPI and owner of Pizzazz Events
- >>>Mike Fetchko: Sporting Events Expert
- >>>Bernie Kloppenburg: GM of Sarasota Yacht Club
- >>>Tom Cascone: Senior Business Review Manager, Sysco Foods
- >>>Kim Bonomo, Restaurant owner, Dragon Boat Race Organizer
- >>>Dave DiMaggio, Aqua Marketing
- >>>Irene Caban, Savvy Entertainment

**No Class on these dates:**

- October 28th, 2 days before Chowdown for Charity
- November 3rd, day after BOB

**COURSE SCHEDULE:**

**Restaurant Management – Fall 2014**

**Week 1: 8/26**
Introduction to the Event Management Industry, Ch 1
Details of syllabus
Guest Speaker: Tammy Gail to discuss Group Project

**Week 2: 9/2**
Concept & Design, Ch 2
Guest Speaker: Tom Cascone, Sysco

**Week 3: 9/9**
Tour of Benderson Rowing Facility, Discuss Mini-Project
Feasibility Legal Compliance, Ch 3 & 4

**Week 4: 9/16**
Marketing & Promotion, Ch 5 & 6
Guest Speaker: Kim Bonomo and Chef Dana

**Week 5: 9/23**
Financial, Ch 7
Guest Speaker: Margaret Williams

**Week 6: 9/30**
Farm to Fork Event
Guest Speaker: Jim Baker

**Week 7: 10/7**
Mid-term Review
Guest: Tammy Gail to check groups progress

**Week 8: 10/14**
Leadership, Safety and Security Ch 13/15
Guest Speaker: Bernie Kloppenburg
Week 9: 10/21
Planning Ch 9

Week 10: 10/28…NO CLASS

**Mandatory Service Function on 10/30, Chowdown for Charity @ Riverhouse Bar & Grill, Palmetto**

Week 11: 11/4….NO CLASS

**Mandatory Service Function on 11/2, Brunch on the Bay @ main campus**

Week 12: 11/11
Veteran’s Day, NO CLASS

Week 13: 11/18
Risk Management, Staffing Ch 8, 12
Guest Speaker: Mike Fetchko

Week 14: 11/25
Operations Ch 14

Week 15: 12/2
Open- Work on Projects

Week 16: 12/9, Final Exam Week
Final Presentation to Tammy Gail, Clearwater Beach Uncorked

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GRADE SCALE
A+= 95-100  C+= 78-79
A  = 93-94  C  = 73-77
A- = 90-92  C- = 70-72
B+ = 88-89  D+ = 68-69
B  = 83-87  D  = 63-67
B- = 80-82  D- = 60-62 Fail = 59 & below

COURSE SCHEDULE:
A. Dates of scheduled exams.
B. Assignments and due dates.
C. Note the last day to drop class with a “W”

USFSM Policies (A-G must be included)
A. **Academic Dishonesty**: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. **Academic Disruption**: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

C. **Contingency Plans**: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. **Disabilities Accommodation**: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, plcaky@sar.usf.edu, www.sarasota.usf.edu/Students/Disability/

E. **Fire Alarm Instructions**: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. **Religious Observances**: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. **Web Portal Information**: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Blackboard course information via that address.