

SPECIAL EVENT MANAGEMENT 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

HPHTSE415 – Special Event Management Experiential Learning, 6 Credits.

Description: This course examines all aspects of special event management and provides a comprehensive study of the special events industry focused on emphasizing the dynamics of the creative process critical to these events. Special events include but are not limited to business events, weddings, ceremonies, celebrations, life cycle events, fairs, and festivals. Through the event planning process, special events will be examined from a logistical and financial perspective. The course will also provide students with the necessary background for improving effectiveness and profitability when managing special events, which demands competence in the areas of drafting contracts for events, marketing and sales, event logistics and preparations, staffing, and accounting. Special attention is given to the use of new digital tools for the organization of events as well as the significant forms of social media in order to more effectively promote events. Coursework is tailored for students who already have studied the basics of event management. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

HPHTCE380 – Corporate Events, 3 Credits.

Description: The rapidly growing industry of corporate event production encompasses a vast collection of event types. Corporate events require individuals to be professionally trained and capable to navigate through the process of designing a successful event. The aim of this course is to provide students with the strategies and approaches to developing successful corporate meetings and conferences.

HPFBCC532 – Cost Control, 3 Credits.

Description: The course develops skills in scheduling and controlling costs in project management, which can face challenges related to time, human resources, materials, budget, project specifications, and deadlines. The concept of financial planning for businesses and organizations, including a special emphasis on hospitality structures, asks students to consider the development of budgets, identifying/forecasting potential problems to avoid profit loss, flexible vs. static budgets to control costs, and types of cost control analysis.

HPFBCS470 – Catering Sales and Operations, 3 Credits.

Description: This course will enable students to acquire knowledge and competency related directly to the catering environment. The course will enhance personal growth and development, enabling students to undertake catering-based coursework with greater confidence. All organizational, logistical, and marketing aspects of the catering industry will be analyzed. This class includes experiential learning with CEMI.

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BUMAEF280 – Sport Event and Facility Management, 3 Credits.

Description: This course provides the opportunity to understand and appreciate the facility operations and event management in the sport industry. Course topics will focus on various aspects of business, legal, and operational practices in the sports field. The class will feature lecture hours as well as real-life practice through the development of both facility management and sports events projects. Students will be engaged within the community and will be able to learn-by-doing, applying business theories and frameworks to the projects development. Coursework will enhance the students' perspective and awareness of business issues from both a technical and a cultural point of view.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Event Planning and Production Experiential Learning
- MICE Events
- Event Operations and Project Management
- E-Marketing for the Hospitality Industry
- Wedding and Ceremony Event Planning