



DEPARTMENT OF TOURISM, HOSPITALITY & EVENT MANAGEMENT

HFT 4754 – ADVANCED EVENT MANAGEMENT

COURSE INFORMATION

Credits: 3

Meeting location and time:

MCCC 0100, Tuesday 3 pm -3:50 pm

FLG 270, Thursday 3 pm -4:55 pm

INSTRUCTOR INFORMATION

Dr. Oscar (Hengxuan) Chi

Assistant Professor

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Office hours: M, W (12:30 PM to 2:30 PM) & by appointment.

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Department Chair

Rachel Fu, Ph.D., CHE Room FLG 240D

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Course Description: This course introduces students to the fundamentals of event planning and management and aims to advance the comprehension of project management and its application to a multitude of events in a globalized context.

The course content is aligned with the Event Management Body of Knowledge (EMBOK) model, the Meeting and Business Events Competency Standards (MBECS) and Event Management International Competency Standards (EMICS), equipping students with the knowledge necessary to pursue successful event or meeting industry careers.

Course Prerequisite: HFT2750 – Event Management

Course Objectives: By the end of this course, students will be able to:

- Comprehend and apply project management to events;
- Explain the major deliverables associated with project management;
- Understand the economic, social, and political impacts of events;
- Determine appropriate market segments for events;
- Understand the importance of ancillary programs;
- Explain strategies and tactics to maximize event attendance;
- Comprehend the importance of solid fiscal management;

- Evaluate ROI for destinations and sponsoring organizations hosting events;
- Explain volunteer management in relation to events;
- Apply risk management principles to the safe operation of events;
- Generate solutions to overcome challenges in the event industry; and,
- Understand the importance of cultural sensitivity in event planning and management.

Selected Course Materials:

Allen, Johnny, et al. (2011). *Festival & Special Event Management*, 5th Edition. Australia: John Wiley & Sons, Inc.

Barth, Stephen. (2006). *Hospitality Law-2nd Ed.* Hoboken, NJ: John Wiley & Sons, Inc.

Berlonghi, A. (1990). *The Special Event Risk Management Manual*. Dana Point, CA: Alexander Berlonghi.

Convention Industry Council Manual (2014). *A Working Guide for Effective Meetings and Conventions*, 9th Edition. Convention Industry Council.

Columbus, G. (2011). *The Complete Guide to Careers in Special Events: Step Toward Success*, 1st Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Event Safety Alliance. (2014). *The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States*. New York, NY: Skyhorse Publishing, Inc.

Goldblatt, J. (2014). *Special Events: Creating and Sustaining a New World for Celebration*, 7th Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Monroe, J.C. (2006). *Art of the Event: Complete Guide to Designing and Decorating Special Events*. Hoboken, NJ: John Wiley & Sons, Inc.

Professional Meeting Management: A Guide to Meetings, Conventions and Events, 6th Edition. USA: Agate B2. Publishing.

Rutherford-Silvers, J. (2012). *Professional Event Coordination*. New York, NY: John Wiley & Sons, Inc.

Russo, F. E., Esckilsen, L. A., & Stewart, R. J. (2009). *Public Assembly Facility Management: Principles and Practices-2nd Ed.* Coppell, TX: International Association of Venue Management.

Rutherford-Silvers, J. (2008). *Risk Management for Meetings and Events*. Burlington, MA: Elsevier, Ltd.

Skinner, B. (2002). *Event Sponsorship*. New York, NY: John Wiley & Sons, Inc.

Sonder, M. (2003). *Event Entertainment and Production*. New York, NY: John Wiley & Sons, Inc.

Stipanuk, D. M. (2006). *Hospitality Facilities Management and Design-3rd Ed.* Lansing, MI: American Hotel and Lodging Educational Institute.

Course Format: The course will include a combination of lectures, discussions, activities exams, and planning a real event. Attendance and active participation are essential to the nature of this course.

Readings from articles will be assigned throughout the semester. It is important to keep up with the assigned readings to enhance your understanding of the course content.

Participation in class is highly recommended and encouraged to facilitate ideas and concepts.

Technology Requirements: Students will use Microsoft Word, Excel and PowerPoint. Students may also use video producing and editing programs, although the preferred tool is for students to use a tool in which they are already comfortable.

Course Evaluation: The following table provides a brief summary of the specific assessment tools for this course, as well as the related percentage (and point) value of the final grade.

Assessment Tool		% value (Pt value)
Course Participation	17 assignments (varying pts)	77% (570 pts)
Quizzes	3 online quizzes (varying pts)	3% (25 pts)
Discussions	5 discussions at 10 pts each	7% (50 pts)
Exam	1 exam x 100 pts	13% (100 pts)
Total		100% (745 pts)

Course participation: 77% (570 pts): Course participation provides an opportunity for students to discuss topics and to demonstrate acquired knowledge through analysis and critique of industry topics. Participation assignments will be given during the semester. These assignments will account for 80% of your final grade, therefore it is highly encouraged that you actively participate on Canvas.

- These assignments include internet exercises, study questions, and case studies relevant to the course material.
- The course assignments will be individual assignments
- In order to receive credit for course participation, depending upon the model assignment, the student is required to:
 1. Answer all questions as assigned;
 2. Analyze case study as assigned;
 3. Complete internet exercises as assigned; or
 4. Analyze industry article or website provided by instructor and present to class.
- The requirements for the assignments will be provided on Canvas.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

Quizzes: 3% (25 pts):

Three (3) quizzes based on the material presented in lectures will be provided. Students will demonstrate their mastery of the class content by completing this quiz. These quizzes are closed-book and closed-notes. Students will have only one attempt.

Exam: 13% (100 pts): One exam is administered during the semester based on the lectures, discussions, activities, readings, videos, presentations, and supplemental materials. The exam is cumulative and include multiple choice, true/false, and short answer. Make-up exams are NOT permitted unless absences are in accordance with the University's Make-Up Policy. Refer to the Tentative Course Schedule for exam dates.

Discussions: 7% (50 pts): Discussions provide students an opportunity to expand their knowledge of course materials with other classmates. The discussions are meant for you to think like an event planner and expound foundational knowledge of event management to the discussion topics on Canvas. Further instructions for initial posts and reply posts are found on Canvas.

Grading Scale: The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). In accordance, a student's overall performance in this course will be graded as follows:

A = 94% & above;	A- = 90% to 93.99%;	
B+ = 87% to 89.99%;	B = 83% to 86.99%;	B- = 80% to 82.99%
C+ = 77% to 79.99%;	C = 73% to 76.99%;	C- = 70% to 72.99%
D+ = 67% to 69.99%;	D = 63% to 66.99%;	D- = 60% to 62.99%;
E = Below 60%		

Assignment Feedback and Response Time: All assignments are graded within seven days of the due date, unless otherwise communicated. Detailed feedback on most assignments is provided to each student and can be found in Canvas under the grade comments.

Class Policies: Students are expected to be professional in course discussions, which requires them to:

- Actively participate in the course at all times. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to course due dates.
- Be prepared to participate in discussions. Students are required to read all assigned materials prior to class.
- Be courteous and respectful to your peers and the instructor.

It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and

pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.

You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

Attendance & Late Assignment Policy: I have a zero late assignment policy. Any assignment submitted past the posted due date receives a zero (0), no exceptions. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the University's policies. For more information about UF's policies, please consult (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.)

Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the due date. Documentation must be provided to the instructor for an excused absence. Excused absences include, but are not limited to, personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion.

Students with Disabilities: Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Any student who feels that they may need accommodations based on the impact of a disability should contact the instructor privately to discuss their specific needs. The University encourages students to follow this procedure as early as possible in the semester.

UF Academic Honor Code: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. For more information about UF's policy, please consult <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

Additional Resources:

- Office of Academic Support can be found at <https://oas.aa.ufl.edu/>
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. <https://teachingcenter.ufl.edu/tutoring/> Writing Studio: The

- Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. <https://writing.ufl.edu/writing-studio/>
- U Matter We Care: This initiative aims to assist the community with care related resources that focus on health, safety, and holistic well-being. <https://umatter.ufl.edu/>
- UF Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

COURSE SCHEDULE

The course schedule is tentative and subject to change. Changes to the schedule will be announced on Canvas. It is the student's responsibility to keep track of announced schedule changes.

Week	Module	Topics	Assigned Readings/Assignment Due Dates
Week 1 (Jan 9 – Jan 14)	1	Introduction Events Industry Overview	Due Sunday: Syllabus Acknowledgement, Discussion, Assignment
Week 2 (Jan 16 – Jan 20)	2	Market Segments	Due Sunday: Discussion, Assignment
Week 3 (Jan 23 – Jan 27)	3	Maximizing Event Attendance	Due Sunday: Discussion, Assignment
Week 4 (Jan 30 – Feb 3)	4	Objectives	Due Sunday: Assignment
Week 5 (Feb 6 – Feb 10)	5	Budget	Due Sunday: Assignment
Week 6 (Feb 13 – Feb 17)	6	Timeline	Due Sunday: Assignment
Week 7 (Feb 20 – Feb 24)	7	Site Selection	Due Sunday: Assignment
Week 8 (Feb 27– Mar 3)	8	Vision Board	Due Sunday: Discussion, Assignment
Week 9 (Mar 6– Mar 10)	9	Marketing	Due Sunday: Assignment
Week 10 (Mar 13– Mar 17)	SPRING BREAK- NO CLASS		
Week 11 (Mar 20– Mar 24)	10	Venue Layout	Due Sunday: Assignment
Week 12 (Mar 27– Mar 31)	11	Risk Management	Due Sunday: Assignment
Week 13 (Apr 3– Apr 7)	12	Production Schedule	Due Sunday: Assignment
Week 14 (Apr 10– Apr 14)	13	Promotional Video	Due Sunday: Assignment
Week 15 (Apr 17– Apr 21)	14	Event Overview/Evaluation	Due Sunday: Assignment

Week 16 (Apr 24– Apr 28)	15	Final Presentations	Due Sunday: Assignment
Final Week (May 1 – May 5)	16	Final Exam	