Course Name: Hospitality Leadership Forum – Meeting and Event Planning
Course Day and Time: Wednesdays 4:00-4:50
Room: Human Sciences 63
Semester: Fall 2017
Instructor: Sheila Scott, PhD, CHA
Office: 178 Human Sciences
Office Hours: Mondays 1:30-3:00 walk in hours, appointments available
Phone: 806-834-5194
Email: Sheila.scott@ttu.edu (emails responses within 24 hours during regular business hours, M-F 9-5)

COURSE DESCRIPTION: An interactive forum on current issues and trends affecting the hospitality industry from a practitioner’s perspective.

REQUIRED TEXT & MATERIALS:
- Readings as assigned on Blackboard or through course reserve

COURSE LEARNING OUTCOMES:
At the conclusion of this course, students will be able to:
1. Discuss the importance of setting goals and objectives for meetings and events.
2. Create a basic event budget
3. Develop a plan to create a successful meeting or event
4. Identify the components of effective site selection
5. Discuss the role of RFPs in the contract process
6. Formulate a food and beverage plan for a meeting or event
7. Critically evaluate the risks of meetings and events
8. Articulate issues around event programming

Activities and grade distribution

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance and participation, maximum 10 points per day for regular class days. Class begins promptly at 4:00, tardy or lack of participation will result in deductions</td>
<td>11 @ 10 pts = 110</td>
</tr>
<tr>
<td>Class attendance and participation, maximum 25 points per day for presentation days. Class begins promptly at 4:00, no one will be allowed to enter late on presentation days</td>
<td>3 @ 30 = 90</td>
</tr>
<tr>
<td>Syllabus Quiz</td>
<td>1 @ 15 pts = 15</td>
</tr>
<tr>
<td>Group Project Sections</td>
<td>5 @ 50 pts = 250</td>
</tr>
<tr>
<td>Assignments - Individual</td>
<td>3 @ 40 pts = 120</td>
</tr>
<tr>
<td>Final Group Project</td>
<td>1 @ 200 = 200</td>
</tr>
<tr>
<td>Final Group Presentations</td>
<td>1 @ 100 pts = 100</td>
</tr>
<tr>
<td>Final exam – online optional</td>
<td>1 @ 115 pts = 115</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
</tr>
</tbody>
</table>
GRADING CRITERIA:
Final Grades will be determined by the following schedule:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Points Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% - 100%</td>
<td>(900-1000)</td>
<td>Advanced, exceeds expectations and work has no or few errors</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89.99%</td>
<td>(800-899.9)</td>
<td>Minimally exceeds expectations and work has limited errors</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79.99%</td>
<td>(700-799.9)</td>
<td>Proficient, meets minimum expectations but demonstrates no extra effort</td>
</tr>
<tr>
<td>D</td>
<td>60% - 69.99%</td>
<td>(600-699.9)</td>
<td>Less than standard and falls below expectations</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>(0-599.9)</td>
<td>Lack of effort, does not meet expectations in one or more areas</td>
</tr>
</tbody>
</table>

ATTENDANCE and PARTICIPATION POLICY: (10 points per class available for classes except during presentations, which have 30 points available)
Attendance and class participation are expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is a student’s responsibility to attend each class session on time. Class starts promptly at 4:00. The only excused absences are those dictated by the University (specifically participation in a University event or for religious purposes).

Students can earn up to 10 points for each class period attendance, excluding the presentation dates which is 30 points per day, as well as participation. Points will be deducted for tardiness (1 point per 2 minutes) or lack of participation (up to the total daily amount). Doors will be locked at 4:10. Since most of the time will be spent in group work, failure to attend will likely impact your project and presentation grades. Lack of participation includes use of cellphones, tablets, or laptops during class for non-class purposes, sleeping in class, a disruption by a student, disrespectful behavior, or other behavior deemed inappropriate by the instructor. Therefore, lack of attendance and participation in class will negatively affect the grade received in the class.

SYLLABUS QUIZ: (1 at 15 points)
Online syllabus quiz is available on the Blackboard course website. The quizzes will close at 4:00 pm on Wednesday, prior to class time. Students are encouraged to read the syllabus in advance since the quiz will be timed and will not include enough time to search for answers. Since the quiz is available for 10 days, no make-up quiz will be allowed. Technical difficulties occurring after 12 noon on Wednesday afternoon will be unavailable for reset. The quiz can be viewed after the due date and time has passed.

GROUP PROJECT: (5 at 50 points each and 200 points for the submitted final project)
Students will be required to work in a group of three to four to complete a final convention planning project. During the semester several parts of the project will be submitted either individually or as a group. Each part will be used to create the final project. The instructor will provide feedback on the individual project sections so that they can be improved for the final project. For each part of the project peer reviews will be used to determine the points received for individual group members. Group members will receive the percentage of the group grade that group members provided to the instructor as effort, willingness to work, timeliness, and helpfulness.

INDIVIDUAL ASSIGNMENTS: (3 at 40 points each)
Students will complete individual assignments that will be used by the group in determining certain aspects of the final project. Each assignment will be used to help create the final project. The instructor will provide feedback on the individual assignments so that they can be improved for use in the final project.

FINAL GROUP PRESENTATION: (100 points)
The group will present their final project to the class in the final three class periods. Time will be based on number of groups. The groups will present their event in a PowerPoint format to class as if the students were the client. Handouts of conference brochure with program and itinerary included (color not required) are to be provided to classmates and instructor. Dress for the presentation is professional (no flip flops, no low cut blouses, no jeans, no shorts, no tight, sheer or revealing clothing).

FINAL EXAM (115 points)
An online final exam will be optional. The final exam content will include all material provided in class. The exam will be a case study.
FORMATTING: All assignment submissions will be written with the following requirements. A cover page with the student(s) name(s), course name and number and proper assignment heading will be included. The submissions will be formatted in 12 point font, Times New Roman with one inch margins on all sides, double spaced. Each written assignment requires a cover page (see required example on Blackboard), a running head and proper use of APA format for citing and referencing sources. Rubrics are provided on Blackboard. Please note that although there may be a word minimum (excluding cover page and references), it often requires a great deal more content to thoroughly synopsize and investigate a topic in order to receive a higher grade. The submissions will demonstrate completeness of thought, critical analysis, and support of their positions, without grammar, spelling or punctuation errors. Since writing style, including spelling and grammar, will be considered as a portion of the grade, it is highly recommended that students utilize the Writing Center (http://uwc.ttu.edu/), or at a minimum have a second person review the paper for mistakes and clarity issues prior to submission. Late submissions are not accepted. The submissions are due as a Turnitin uploads on Blackboard, under the assignment heading on the assigned due date by 4:00 pm CST. (Although Turnitin sometimes make arbitrary deadline changes, the 4:00 pm CST is set in stone, unless the instructor emails a change.) Make sure that SUBMIT button is clicked for the Turnitin assignment and that a confirmation email is received for the submission, as late or missing submissions will receive a grade of 0. Technical difficulties must be immediately reported to the instructor with a screen shot of the issue. An email with the assignment will also be required at time of difficulty. Report of failure at a later time will result in no accommodation. The rubrics for the submissions will be incorporated for grading purposes. The instructor will grade based on the thoroughness of the content as well as student arguments to support the material.

All papers will be graded with the following percentage allocations:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Following instructions</td>
<td>5%</td>
</tr>
<tr>
<td>Thinking critically and expression of ideas</td>
<td>65%</td>
</tr>
<tr>
<td>Proper use of references in text (if appropriate)</td>
<td>8%</td>
</tr>
<tr>
<td>Correct use of APA (if appropriate)</td>
<td>7%</td>
</tr>
<tr>
<td>Mechanics (spelling, grammar, word usage)</td>
<td>15%</td>
</tr>
</tbody>
</table>

(see the rubric for additional information)

Tentative Schedule (subject to change)

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Resources or Activity</th>
<th>Individual due dates on class meeting date by 4:00 pm CST on Blackboard</th>
<th>Group due dates on class meeting date by 4:00 pm CST of Blackboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 30</td>
<td>Intro to class – Create groups of 3-4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 6</td>
<td>Goals and Objectives</td>
<td>Syllabus Quiz online</td>
<td></td>
</tr>
<tr>
<td>September 13</td>
<td>Program Design &amp; Planning</td>
<td>Assignment 1</td>
<td>Project Part 1</td>
</tr>
<tr>
<td>September 20</td>
<td>Group Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 27</td>
<td>RFP Site Selection Registration &amp; Housing</td>
<td>Assignment 2</td>
<td>Project Part 2</td>
</tr>
<tr>
<td></td>
<td>Housing and Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 4</td>
<td>Group Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 11</td>
<td>Special Events and F &amp; B Event Details</td>
<td></td>
<td>Project Part 3</td>
</tr>
<tr>
<td>October 18</td>
<td>Group Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 25</td>
<td>Space Use and Set-Up Design</td>
<td>Assignment 3</td>
<td>Project Part 4</td>
</tr>
<tr>
<td>November 1</td>
<td>Budgeting for Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 8</td>
<td>Group Work</td>
<td></td>
<td>Project Part 5</td>
</tr>
<tr>
<td>November 15</td>
<td>Group Presentations</td>
<td></td>
<td>All group projects and presentation slides</td>
</tr>
<tr>
<td>November 22</td>
<td>Thanksgiving Break – No class</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 29</td>
<td>Group Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 6</td>
<td>Group Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 9</td>
<td>Final Exam – online optional</td>
<td>4:00 pm, Saturday Dec. 9</td>
<td></td>
</tr>
</tbody>
</table>
SEE THE UNIVERSITY POLICIES, PROCEDURES AND INFORMATION REGARDING COURSES AND STUDENTS ON BLACKBOARD.
FALL 2017 DATES TO REMEMBER

Classes begin Aug. 28
Last day to add a course Aug. 31
Last day to drop a course & have charges removed without academic penalty Sept. 13
Last day to drop a course with academic penalty Oct. 30
Commencement Dec. 15 & 16

OPERATING POLICIES PERTAINING TO ALL COURSES

1. CLASSROOM CIVILITY
   Attendance and class participation is expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is your responsibility to attend each class session on time. Class starts promptly. If you must leave class earlier for any reason, you must inform the instructor at the beginning of the class for permission. Lack of attendance and participation may negatively affect the grade you receive in the class.

   Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class.

2. ACADEMIC INTEGRITY (OP 34:12):
   Academic integrity is taking responsibility for one’s own work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures that grades are earned honestly and gives added value to the entire educational process. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. For detailed information regarding these policies, see http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php

   For further information regarding student policies at Texas Tech, see http://www.depts.ttu.edu/dos/handbook/
3. STUDENTS WITH DISABILITIES (OP 34.22)
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as possible to make necessary arrangements. Students must present appropriate verification from Student Disability Services during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services office in 335 West Hall or call 806-742-2405.

For detailed information regarding Texas Tech’s Student Disability Services, see http://www.depts.ttu.edu/students/sds/

4. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)
1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.
2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

5. ABSENCE DUE TO OFFICIAL UNIVERSITY APPROVED TRIPS (OP 34.04)
Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips must notify the student's instructors of the departure and return schedules. The instructor so notified must not penalize the student, although the student is responsible for material missed. Any student absent because of university business must be allowed to make up missed work within a reasonable span of time or have alternate grades substituted for work due to an excused absence. Students absent because of university business must be given the same privileges as other students; e.g., if other students are given the choice of dropping one of four tests, then students with excused absences must be given the same privilege.

Note: Optional activities, including travel activities, are excluded from the above policy if participation is optional and not a requirement of the university sponsored activity. This would include road shows, interviews, event participation, or specific extra credit course or program related activities.

6. CLASS COMPLETION
Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.
7. RESOLVING STUDENT ISSUES
   If you encounter an issue in this course you should follow the following chain of authority:
   1. First discuss it with the instructor of the course in an attempt to resolve the issue.
   2. If the issue is not resolved, or is something you do not feel comfortable discussing with the
      instructor, you should contact the Department Associate Chairperson.
   3. Only after discussing the issue with the Associate Chairperson should you contact the Hospitality
      and Retail Management Department Chairperson.

   Under no circumstances should you begin this process with the Chairperson or the Dean’s Office
   without first consulting the Associate Chairperson.

8. STATEMENT OF NONDISCRIMINATION
   Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the
   basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or
   veteran status. This policy extends to in class discussions, student essays, and all other forms of
   communication associated with this course, to include informal conversations within the classroom but
   outside the parameters of this course.

9. STATEMENT OF DIVERSITY
   By its very design, this course engages texts that some students might find difficult and/or
   controversial. In this class, the instructor will establish and support an environment that values and
   nurtures individual and group differences and encourages engagement and interaction. Understanding
   and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to
   learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual
   exchange, we will not only mirror society as it is, but also model society as it should and can be.

10. EMERGENCY PROCEDURES
    In the unlikely event of an emergency, students and faculty should follow the guidance provided at the
    website below. There is a possibility that this may include evacuation of the building or seeking shelter
    within the building.

http://www.depts.ttu.edu/hs/emergency_planning/index.php
http://www.depts.ttu.edu/communications/emergency/

11. TTU RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE
    Texas Tech University is committed to providing and strengthening an educational, working, and living
    environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination
    of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated
    by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE
    (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are
    committed to connecting you to resources on campus. Some of these available resources are: TTU
    Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential
    support on campus.) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists
    students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline,
    you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-
    7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.)
    The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a
    range of resources and support options focused on prevention education and student wellness.) Texas
    Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/tpd/ (To report criminal activity that
    occurs on or near Texas Tech campus.)
12. GRADE OF INCOMPLETE (I)
   - The grade of Incomplete (I) is given **only** when a student’s work is satisfactory in quality but, due to reasons beyond his or her control, has not been completed. It is not given in lieu of an “F” or “W.”
   - The instructor assigning the grade will stipulate in writing, at the time the grade is given, the conditions under which the “I” may be removed.
   - The grade of “I” will remain on the record until the faculty member submits a new grade.
   - After one calendar year, “I” grades will change to a grade of “F.”
   - A form must be submitted prior to the end of the semester for each grade of “I.”
   - If a student repeats the course, the appropriate grade will be given for the second registration and the Office of the Registrar will replace the “I” with an “R.”

13. OMBUDSMAN FOR STUDENTS
    The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 232E of the Student Union Building or call (806) 742-SAFE.