



COURSE OUTLINE: RES0230 - CICE SPECIAL EVENTS

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	RES0230: CICE SPECIAL EVENTS
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Semesters/Terms:	18F
Course Description:	This course will introduce students to the conference and tour group market and their importance to the success of the hospitality industry. Specifically, the students will acquire knowledge of how successful conventions and tour groups are planned and accommodated. As a management team member, each student will apply his/her knowledge in the planning, organizing and follow-through of group bookings, special events, and other banquet functions throughout the winter term.
Total Credits:	4
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Dining Room and Banquet Management by Strianese, Anthony and Pamela Publisher: Cengage Learning Edition: 4th ISBN: 9781418053697
Course Outcomes and	Upon successful completion of this course, the CICE student, with the assistance of a Learning



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Learning Objectives:

Specialist will acquire varying levels of skill development relevant to the following learning outcomes:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Identify and discuss the scope and key components of the meetings and conventions industry.	1.1 Discuss factors which influenced the historical development of the meetings and conventions industry. 1.2 Give examples of types of meetings. 1.3 Explain the role of convention and conference centres. 1.4 Define and state the purpose of associations. 1.5 Describe the internal workings of associations. 1.6 Outline the major differences between corporate and association meetings. 1.7 Give examples of types of corporate meetings. 1.8 Discuss the role of the independent meeting planner in the corporate meeting environment. 1.9 Identify and discuss other specific target markets for the meetings and conventions industry.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Apply knowledge of how successful special events, conferences and group meetings are planned, organized and conducted.	2.1 Explain the role of the meeting planner. 2.2 Identify the factors considered in site inspection and selection. 2.3 Summarize the important items a meeting planner should negotiate with a convention centre. 2.4 Identify and discuss considerations when arranging food and beverage service and guest speakers. 2.5 Discuss the legal considerations when planning, organizing and managing meetings, conventions and special events. 2.6 List commonly-used methods to effectively market a meeting. 2.7 Describe some of the meeting-control devices used to ensure a successful meeting. 2.8 Identify the different forms of technology used to assist or enhance meeting presentations. 2.9 Identify and explain ancillary conference and convention activities which contribute to the success of the meetings and conventions industry.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Research and identify the critical elements of customer service which contribute to the overall success of the meetings and conventions industry.	3.1 List and explain the sales tools used to sell or motivate business in the hospitality industry and how these sales tools are integrated to gain maximum exposure and impact. 3.2 Outline the procedure of servicing the group - before, during and after the meeting.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Explain how to plan, organize and lead a catering function or special event.	4.1 Identify the different food preparation systems for banquets. 4.2 Describe the procedure for booking and confirming reservations. 4.3 Explain the importance of a function sheet. 4.4 Explain how to forecast staffing requirements. 4.5 Identify the steps to complete a linen and beverage requisition. 4.6 Explain the importance of technological requirements and



	<p>the how to make appropriate arrangements.</p> <p>4.7 Identify the steps in the set up, service and completion of a food and beverage function.</p> <p>4.8 Outline the important components of the billing procedure for a function.</p> <p>4.9 Discuss the evaluation process to determine the level of success of the function.</p> <p>4.10 Identify ways to market the function, with special consideration to social media.</p> <p>4.11 Develop a plan with debriefing including what went well and what should be changed for further functions.</p> <p>4.12 Evaluate if the food production area has an efficient layout and what changes to consider for delivering the function.</p>
Course Outcome 5	Learning Objectives for Course Outcome 5
5. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.	<p>5.1 Solicit and use constructive feedback in the evaluation of his/her knowledge and skills.</p> <p>5.2 Identify various methods of increasing professional knowledge and skills.</p> <p>5.3 Apply principles of time management and meet deadlines.</p> <p>5.4 Recognize the importance of the guest, the server-guest relationship, and the principles of good service.</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Assignments	10%	5
Project	20%	2, 4
Test 1	30%	1, 2
Test 2	20%	3
Test 3	20%	4

CICE Modifications:

Preparation and Participation

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual

clues.

4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.

NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

Date:

August 30, 2018

Please refer to the course outline addendum on the Learning Management System for further information.

