

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: SPECIAL EVENTS/CONFERENCE/GROUP PLANNING

CODE NO. : RES230 SEMESTER: 3

**PROGRAM: HOSPITALITY MANAGEMENT – HOTEL AND
RESORT
CULINARY MANAGEMENT**

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DATE: 05/13 PREVIOUS OUTLINE DATED: 05/12

APPROVED: "Angelique Lemay" Aug. 2013

TOTAL CREDITS: 4

DEAN **DATE**

PREREQUISITE(S): NONE

HOURS/WEEK: 4

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I. COURSE DESCRIPTION:

This course will introduce students to the special events, conference and tour group markets and their importance to the success of the hospitality industry. Specifically, the student will acquire knowledge of how successful conventions and meetings 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 fall and winter semester. This course enhances the knowledge and skill sets of the students in the Sault College Hospitality Centre to effectively manage large groups of customers in a hospitality setting.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify and discuss the scope and key components of the meetings and conventions industry.

Potential Elements of the Performance:

- Discuss factors which influenced the historical development of the meetings and conventions industry
- Give examples of types of meetings
- Explain the role of convention and conference centres
- Define and state the purpose of associations
- Describe the internal workings of associations
- Outline the major differences between corporate and association meetings
- Give examples of types of corporate meetings
- Discuss the role of the independent meeting planner in the corporate meeting environment
- Identify and discuss other specific target markets for the meetings and conventions industry

This learning outcome will constitute 30% of the final mark.

2. Apply knowledge of how successful special events, conferences and group meetings are planned, organized and conducted.

Potential Elements of the Performance:

- Explain the role of the meeting planner
- Identify the factors considered in site inspection and selection

- Summarize the important items a meeting planner should negotiate with a convention centre
- Identify and discuss considerations when arranging food and beverage service and guest speakers
- Discuss the legal considerations when planning, organizing and managing meetings, conventions and special events
- List commonly-used methods to effectively market a meeting
- Describe some of the meeting-control devices used to ensure a successful meeting
- Identify the different forms of technology used to assist or enhance meeting presentations
- Identify and explain ancillary conference and convention activities which contribute to the success of the meetings and conventions industry

This learning outcome will constitute 40% of the final mark.

3. Research and identify the critical elements of customer service which contribute to the overall success of the meetings and conventions industry.

Potential Elements of the Performance:

- 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
- Outline the procedure of servicing the group - before, during and after the meeting

This learning outcome will constitute 15% of the final mark.

4. Explain how to plan, organize and conduct a catering function or special event (theme night) in The Gallery Teaching Restaurant.

Potential Elements of the Performance:

- Identify the different food preparation systems for banquets
- Describe the procedure for booking and confirming reservations
- Explain the importance of a function sheet
- Explain how to forecast staffing requirements
- Identify the steps to complete a linen and beverage requisition
- Explain the importance of technological requirements and the how to make appropriate arrangements
- Identify the steps in the set up, service and completion of a Gallery food and beverage function

- Outline the important components of the billing procedure for a function
- Discuss the evaluation process to determine the level of success of the function

This learning outcome will constitute 10% of the final mark.

5. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Potential Elements of the Performance:

- Solicit and use constructive feedback in the evaluation of his/her knowledge and skills
- Identify various methods of increasing professional knowledge and skills
- Apply principles of time management and meet deadlines
- Recognize the importance of the guest, the server-guest relationship, and the principles of good service

This learning outcome will constitute approximately 5% of the final mark.

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

1. The convention, meetings and trade show industry
2. Organizing for convention sales
3. Selling the association market
4. Selling to the corporate meetings market
5. Selling other markets
6. Selling to the meetings market
7. Advertising to the meeting planner
8. Negotiations and contracts
9. The service function
10. Preparing for the event
11. Function rooms and meeting set ups
12. Food and beverage service - before, during and after the meeting
13. Exhibits and trade shows
14. Convention billing and post convention review

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Astroff, M., & Astroff, J. (2011). Convention Management and Service (8th ed.). Waterbury Press: The American Hotel and Lodging Educational Institute.

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 - 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject areas.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	
W	Student has withdrawn from the course without academic penalty.	

Professor's Evaluation:

3 Tests (25%, 25%,20%)	70%
Assignments	20%
Student professionalism (Dress code, attendance, conduct)	10%
Total	100%

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. ***It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.***

Dress Code:

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom. For further details, please read the Hospitality Centre dress code.

Assignments:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided and agreed to by the professor in advance.

Testing Absence:

If a student is unable to write a test for medical reasons on the date assigned, the following procedure is required:

- In the event of an emergency on the day of the test, the student may require documentation to support the absence and must telephone the College to identify the absence. The college has a 24 hour electronic voice mail system (759-2554) Ext. 2600.
- The student shall provide the Professor with advance notice preferably in writing or e-mail of his/her need to miss the test with an explanation which is acceptable to the professor.
- The student may be required to document the absence at the discretion of the Professor.
- All decisions regarding whether tests shall be re-scheduled will be at the discretion of the Professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.
- The student is responsible to make arrangements, immediately upon their return to the College with their course Professor in order to make-up the missed test.

VII. Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Communication:

The College considers ***Desire2Learn (D2L)*** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

Accessibility Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Accessibility Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *November* will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.