PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT: Consumer and Family Sciences
EFFECTIVE SESSION: Fall 2011

INSTRUCTIONS: Please check the items below which describe the purpose of this request.
1. New course with supporting documents
2. Add existing course offered at another campus
3. Change or add an accredited course
4. Change in course number
5. Change in course title
6. Change in course credit type
7. Change in course attributes (department head signature only)
8. Change in instructional hours
9. Change in course description
10. Change in course requisites/restrictions
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

PROPOSED:

Subject Abbreviation: Event Management
Course Number: 42000

EXISTING:

Subject Abbreviation: HTM
Course Number: 42000

TERMS OFFERED:

Terms Offered: Fall, Spring, Summer

CAMPUS(ES) INVOLVED:

- Calumet
- Cont Ed
- Ft. Wayne
- Indianapolis

- N. Central
- Tech statewide
- W. Lafayette

ABBREVIATED TITLE will be entered by the Office of the Registrar if omitted. (30 CHARACTERS ONLY)

COURSE ATTRIBUTES:

- Required in Major
- Elective
- Exempted

- Core Curriculum
- Core Curriculum Exempted

- Departmental Approval Type

- Instructor

- Instructor

COURSE DESCRIPTION (INCLUDE REQUIREMENTS/RESTRICTIONS):

This course will review the field of event management, convention and association management. Emphasis will be put on the logistical requirements and economic impact of this area of business as well as on the required skill set needed in the various employment opportunities existing in this field. The course will include a practical application that will involve students in the planning, organizing and execution of an event.

P: HTM 18100, FNN 20300 and FNN 20400

* COURSE LEARNING OUTCOMES:

Students will be able to:
- Distinguish the managerial duties and responsibilities involved in event management from a client and provider's perspective
- Establish the objectives of an event and evaluate sites, services and facilities accordingly.
- Negotiate with the various service providers involved in the execution of an event.
- Establish budgets and develop processes for booking housing, and food and beverage issues efficiently
- Evaluate transportation options as well as the logistics involved in moving attendees; setting up and organizing exhibits including aspects such as security, insurance and dealing with unionized workforces.
- Plan detailed event programs including meeting room setups, amenities, gala events and the selection of guest speakers/attractions.

Calumet Department Head
Date

Calumet School Dean
Date

Ft. Wayne Department Head
Date

Ft. Wayne School Dean
Date

Indianapolis Department Head
Date

Indianapolis School Dean
Date

North Central Faculty Senate Chair
Date

Vice Chancellor for Academic Affairs
Date

West Lafayette Department Head
Date

West Lafayette College/School Dean
Date

West Lafayette Registrar
Date

OFFICE OF THE REGISTRAR
HTM 42000 - Event Management

The first half of this course focuses on preparing students for the exciting world of event planning. Through class discussions, case studies, service learning and projects. This course will teach students to plan and execute special events with flair and without any unexpected surprises or expenses. Students will leave the class armed with practical advice on every aspect of organizing and managing special events. Students will gain hands on experience through individual service learning projects. The second half of this course is dedicated to walking students through the steps to begin their own event planning business. We will discuss all aspects of creating a small event planning business from legal structures, naming a company, insurance, pricing, bidding and bookkeeping. Students will be required to write a business plan for their own event planning business as the final.

Cr. 3.
INDIANA UNIVERSITY – PURDUE UNIVERSITY
AT FORT WAYNE
College of Health and Human Services
Department of Consumer & Family Sciences
Event Planning Principals and Practice

COURSE DESCRIPTION

Location: Online

This is an online course designed to introduce students to special events planning processes and techniques. Emphasis is on recognizing, creating, organizing, marketing, integrating and implementing events.

INSTRUCTOR INFORMATION

Professor Paul Herbig (aka Prof H)
Office: Home Office
Office hours: email/phone
Phone: 260-243-0825 (If I do not answer leave a message; I do not respond to numbers left without a message (email messages are preferred)
Email: herbip@ipfw.edu or mktgandme@aol.com
When emailing me, make certain to place the course title (Event Planning) or number ( ) in the subject line.

COURSE GOALS AND OBJECTIVES

Upon successful completion of this course students will have a thorough knowledge of the subject matter, process and detail of planning a special event. By applying the knowledge gained in this course, students will understand backward budgeting, negotiations, contracts, liabilities of event planning.

COURSE FORMAT

Teaching Philosophy
(Borrowed from Emily Osbun Bermes who says it best)

I believe that learning is more meaningful and comprehensive when students are actively involved in their learning process. I believe lectures are usually boring, and that most students can read. I believe if students are prepared (have read the material) and have done what has been requested, we all stand a pretty good chance of learning something. I request that students who choose to take my courses be cooperative, prepared and engaged. I'll do my best to do the same. I believe in
stringent academic standards, if you can hold that paradox we'll have a pretty good semester.

Course Description
This course focuses on preparing students for the exciting world of event planning. Through online discussions, case studies, service learning, reading assignments and projects, this course will teach students to plan and execute special events with flair and with limited unexpected surprises or expenses. Students will finish the course armed with practical advice on every aspect of organizing and managing special events. Students will gain hands on experience through individual service learning projects.

Blackboard Vista
This is an online course. The entire semester will be accessed through Blackboard Vista. The Syllabus, Course Calendar and Assignments will be posted on Blackboard. It is your responsibility to have access to a computer and the internet in order to successfully complete this course. You will obtain the items necessary by using the internet. It is your responsibility to obtain your next assignment via Blackboard. If you have questions about Blackboard or need helpdesk assistance, it is your responsibility to obtain appropriate assistance from the IT Service Helpdesk (see information below) and post your completed assignment on time.

I highly suggest that you log onto Blackboard multiple times throughout the week for any announcements or emails. This is your responsibility.

If you are unfamiliar with Blackboard, you must go to http://elearning.ipfw.edu and go through the “Before you begin” menu.

Email
You are required to know how to access and send emails using your IPFW email account. If you are having any issues with your email account, it is your responsibility to contact the helpdesk for assistance.

If you ever have any questions, comments or concerns, I want you to feel free to email me.

It is my desire to respond to your emails within 48 hours of receipt. I will do my best to adhere to my rule and I suggest you do the same.

Netiquette
This course is entirely online. While we may be familiar with classroom etiquette and conduct, I would like to express to you the rules for this online course. As with my face-to-face courses, I strongly encourage my online students to be comfortable in their ideas, opinions and thoughts. In
an effort to promote a healthy online environment, I expect each of you to be very vigilant of your online behavior. Any foul words, harassment, or conduct that may be deemed inappropriate, may result in a failing grade.

Proper English is required of each and every student. No acronyms or “text-talk” are allowed. You must type in complete, grammatically correct and correctly spelled sentences. Failure to do so will result in loss of points.

REQUIRED TEXTBOOK


And

Allen, Judy (2009) Confessions of an Event Planner: Case Studies from the Real World of Events—How to Handle the Unexpected and How to Be a Master of Discretion
Hardcover
288 pages

COURSE REQUIREMENTS

Materials/Technology
Students must have their book immediately. The book store will send back all book that have no been purchased very shortly after the semester begins. Students who do not obtain their text immediately will see their grades plummet. Students must have access to a computer and the internet. Students must also keep their texts until after the final has been taken for a successful attempt.

Submitting Assignments
Assignments will be posted on blackboard each week. You are required to complete each assignment by the due date and time. Each reading assignment is designed as a word document template. Simply answer the questions on the document, save it on your computer or USB and email it to me before the due date and time. If you are unsure of the date and time, email me immediately.

Grading
You will receive feedback from me before the next course due date, with the exception of any unforeseen circumstances that could, but doubtfully will, arise. Your grade will be posted on Blackboard (which only you and I can see).

Introduction 10
15 weeks of discussion (@30 points) 450
13 weeks of cases (@30 points)  390  
Midterm Essay exam  50  
Final . . Event Planning Proposal  100  
Totaling a possible  1000 points  

Discussion Group – Each week I will post a series of four discussion topics. It is your responsibility to actively participate in the discussion by posting a substantial reply/comment. By posting something of substance you must add to the conversation, not answer with “I agree” or something of similar brevity. You are required to post a minimum of two substantial posts per week. I will monitor the number of times you post to this discussion. Your weekly discussions, consisting of 2 substantial posts and four replying posts, are worth 30 points per week. Please review the discussion thread rubric for detailed explanation of my expectations for the threads.  

Cases: Each week you will have a case analysis due. The due date is listed on the course calendar as well as on your reading assignment template(Sunday Midnight). You must use the assignment template as it is given to you in the “Course Content”. Computer malfunctions will not be a valid excuse for a missing assignment. There are computers available for you to use throughout campus. You may not email your assignment to me after the due date and time due to your lack of preparation. No late assignments will be accepted. Reading assignments are worth 30 points each. A detailed case rubric is provided  

Special Event Assignment – Each of you will select a special event to create a proposal. You will research, plan and prepare a mock event and submit a power point to the class for review. This assignment will be worth 100 points. This assignment is due on Week Fifteen of the course. A detailed description of the assignment is listed in Course Content.  

Midterm – The midterm is a super case. The midterm is worth a possible 50 points. It will occur on week 8  

Final – The final will be comprehensive over the entire semesters online discussions, readings, videos and reading assignments that were covered. The final is worth a possible 100 points. Currently, the plan is to have no final and the submittal of the final proposal project to be equivalent to the final. If the instructor is not satisfied with the discussion posts or the case analysis provided, he reserves the right to implement a final exam on week 15.
COURSE POLICIES

IPFW Student Handbook and Planner
Students are expected to read, understand and follow all the information in the current IPFW Student Handbook and Planner. In particular, be familiar with the IPFW Code of Student Rights, Responsibilities, and Conduct.

CFS Student Handbook
Note: Hospitality Management and other CFS majors, you are expected to read, understand and follow the Department of Consumer and Family Sciences (CFS) Student Handbook. All rules and regulations found within the CFS Student Handbook are an integral part of this syllabus and apply to this course for students in CFS. The handbook may be accessed through the CFS website at http://www.ipfw.edu/cfs/.

CFS Ethical and Moral Standards Regarding Academic Honesty and Professional Behavior
CFS is committed to offering education that will prepare students to follow the highest ethical and moral standards in their professional and personal lives. For this reason, professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the course and may also go as far as dismissal from the program, when applicable.

Please also refer to the IPFW Student Handbook and Planner for the university policy regarding academic dishonesty.

COURSE OUTLINE

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Walb Union, Room 210, 260-373-8060, or 800-721-8809.  
http://www.ipfw.edu/dos/counseling/personal.shtml

Diversity and Multicultural Affairs  
Support system for African American, Hispanic, Native American,  
International, Asian American, and “at-risk students” who are  
enrolled at IPFW.  
Walb Union, Suite 118.  
Multicultural Services, 260-481-6608 or 260-481-6921.  
http://www.ipfw.edu/odma/

International Services  
The IPFW’s International Student Services (ISS) serves as the  
initial contact for all students from abroad and remains a point of  
reference while at IPFW.  
Kettler 104, 260-481-6034.  
http://www.ipfw.edu/iss/

Center for Women and Returning Adults  
Support and services for women and returning adults.  
Walb Union, Rm 120, 260-481-4140.  
http://www.ipfw.edu/cwra

IT Services Help Desk  
Services for computer/technology support.  
Kettler Hall, Rm 206, 260-481-6030.  
http://www.its.ipfw.edu/students

Career Services  
Assistance with the following areas is provided for IPFW students  
and alumni: academic major and career choices; career  
assessments; full-time, part-time, internship, and work-study  
employment opportunities posted on our JobZone job database;  
job- and internship-search strategies; resume and cover letter  
creation; and graduate school and interview preparation. Additional  
information and a comprehensive list of our services is available on  
our web site at www.ipfw.edu/career.  
Kettler 109, 260-481-0689.