

# FLEMING

## Course Outline

<b>Course Title:</b>	Event Management		
<b>Course Number:</b>	BUSN123	<b>Approval Date:</b>	2025/1/1
<b>Course Hours:</b>	45 hours	<b>Academic Year:</b>	2024
<b>Academic School:</b>	School of Business and Information Technology		
<b>Faculty:</b>	Catherine Pentiricci - Catherine.Pentiricci@flemingcollege.ca Brittany Stewart - Brittany.Stewart@flemingcollege.ca Sylvie Provost - Sylvie.Provost@flemingcollege.ca		
<b>Program Co-ordinator or Equivalent:</b>	Jennifer Rishor - jennifer.rishor@flemingcollege.ca		
<b>Dean (or Chair):</b>	Allison MacGregor - Allison.MacGregor@flemingcollege.ca		

## Course Description

Students will be introduced to event management and learn the fundamental concepts required to successfully execute an event. Event planning from inception to completion with an overview of various event types will be emphasized.

**Prerequisites:** None.

**Corequisites:** None.

## Course Delivery Type

**Face to face.**

All course hours are delivered in person at the delivery location specified on the academic timetable.

## Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Define event management, its context and processes.
2. Prepare and manage an event plan.
3. Use appropriate software to manage an event.
4. Create and manage an event budget to ensure successful outcome for the event.

5. Provide leadership within a team to effectively complete an event.
6. Communicate effectively with management, team members and event participants.
7. Identify, monitor and control the risk associated with the physical, financial and human elements of an event.
8. Source, evaluate and select resources required for an event.
9. Review and negotiate vendor contracts.
10. Identify the physical requirements and logistics for an event.
11. Assemble appropriate documents for final review and closing of event.

## Learning Resources

### Mandatory textbook requirement:

**Professional event coordination**, 2nd edition, ISBN: 978-1-118-11068-3 (e-book), Wiley; **or**

**Professional event coordination**, 2nd edition, ISBN: 978-0-470-56071-6 (hardcover), Wiley.

Costs for learning resources can be found on the Campus Store website, using the links below, or by visiting the Campus Store location at your campus.

- Sutherland: <https://www.bkstr.com/sfleming-sutherlandstore/home>
- Frost: <https://www.bkstr.com/sfleming-froststore/home>

## Assessment Summary

Assessment Task	Percentage
In-class activities	45%
Quizzes	27%
Assignments	28%

## Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)  
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)  
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)  
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)

- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)  
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)  
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

**Alternate accessible formats of learning resources and materials will be provided, on request.**

## Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link ([www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/](http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)).

## Detail Plan

**Term:** 2025 Winter

**Faculty:** Catherine Pentiricci - [Catherine.Pentiricci@flemingcollege.ca](mailto:Catherine.Pentiricci@flemingcollege.ca)

Brittany Stewart - Brittany.Stewart@flemingcollege.ca

Sylvie Provost - Sylvie.Provost@flemingcollege.ca

**Program Co-ordinator or  
Equivalent:**

Jennifer Rishor - jennifer.rishor@flemingcollege.ca

**Dean (or Chair):**

Allison MacGregor - Allison.MacGregor@flemingcollege.ca

## Learning Plan

<b>Wks/Hrs Units</b>	<b>Topics, Resources, Learning, Activities</b>	<b>Learning Outcomes</b>	<b>Assessment</b>
Week 1	Seminar: Introductions, Course Outline, Course Requirements, Assessment Plan, Seminar Plan. Lecture: Chapter 1 - Anatomy of an Event.	1	
Week 2	Seminar: Review Chapters 1 Lecture: Chapter 2 - Creating the Event Plan.	1, 2, 3, 6, 10	
Week 3	Seminar: Review Chapters 2; In-Class Activity. Lecture: Chapter 3 - Developing the Event Site & Chapter 4 - Providing the Event Infrastructure.	8, 9, 10, 7	In-Class Activity (5%) Quiz (3%)
Week 4	Seminar: Review Chapter 3 & 4 ; In-Class Activity. Lecture: Chapter 5 - Accommodating the Audience.	2, 5, 6, 7, 8, 10	In-Class Activity (5%) Quiz (3%)
Week 5	Seminar: Review Chapter 5 ; In-Class Activity. Lecture: Chapter 6 - Coordinating the Environment & Chapter 7 - Fundamentals of Production.	2, 3, 5, 6, 7, 8, 10	In-Class Activity (5%) Quiz (3%)
Week 6	Seminar Review Chapter 6 & 7; In-Class Activity. Lecture: Chapter 8 - Staging an Engaging Experience &.Chapter 9, Ancillary Programs.	2, 3, 5, 6, 7, 8, 10	In-Class Activity (5%) Quiz (3%)
Week 7	Seminar: No Class (Monday) - Family Day Holiday. Seminar: Review: Time to finish your Assignment	2, 3, 5, 6, 7, 8, 10	Assignment #1 due Sunday, February 23rd by 11:59pm (14%)
Week 8	Independent Study Week.		No classes.
Week 9	Seminar: Review Chapter 8 & 9; In-Class Activity. Lecture: Chapter 10 - Food and Beverage Operations.	2, 4, 6, 7, 8, 9, 10	In-Class Activity (5%) Quiz (3%)
Week 10	Seminar: Review Chapter 10; In-Class Activity. Lecture: Chapter 11 - Making Event Memories.	2, 3, 5, 7, 8, 10	In-Class Activity (5%) Quiz (3%)
Week 11	Seminar: Review Chapter 11; In-Class Activity . Lecture: Chapter 12 - Safe Operations.	5, 6, 7, 8, 10	In-Class Activity (5%) Quiz (3%)
Week 12	Seminar: Review Chapter 12; In-Class Activity. Lecture: Chapter 13 - Vendor and Volunteers.	2, 5, 6, 8, 10	In-Class Activity (5%) Quiz (3%)

<b>Wks/Hrs Units</b>	<b>Topics, Resources, Learning, Activities</b>	<b>Learning Outcomes</b>	<b>Assessment</b>
Week 13	Seminar: Review Chapter 13; In-Class Activity. Lecture: Chapter 14 - Knowledge Management.	9, 11	In-Class Activity (5%) Quiz (3%)
Week 14	Seminar: Review Chapter 14; In-class Activity Lecture: Chapter 15 - Sustainable Success ;In-Class Activity	3, 4, 6, 9, 11	In-Class Activity (5%) Quiz (3%)
Week 15	Seminar: Review Chapter 15; Drop-in assignment support. Lecture: No Lecture	3, 4, 6, 9, 11	Assignment #2 - due Friday, April 18th by 11:59 p.m. (14%)

## Assessment Requirements

<b>Assessment Task</b>	<b>Date/Weeks</b>	<b>Course Learning Outcome</b>	<b>Percentage</b>
Two (2) Assignments @ 14% each.	Weeks 7 & 15.	1-11	28%
Ten (10) In-Class Activities @ 5% each. The one (1) lowest-scored In-Class Activities will be dropped from the final grade calculation	Weeks 3, 4, 5, 6, 9, 10, 11, 12, 13 & 14	1-11	45%
Ten (10) Quizzes @ 3% each. The one (1) lowest-scored Quiz will be dropped from the final grade calculation	Weeks 3, 4, 5, 6, 9, 10, 11, 12, 13 & 14	1-11	27%

## Artificial Intelligence (AI) Statement

**NO USE.** Use of generative AI tools (like ChatGPT) is not permitted in this course.

It is the responsibility of students to maintain a history of records and supporting documentation to demonstrate their efforts in all academic submissions, even if submission of these is not part of the final academic deliverable.

## Turnitin Statement

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com in support of academic integrity. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

If students choose to opt out of using the software, they must inform their faculty member at the time of the assignment, of their refusal and meet with the faculty to discuss their options. For further information on the use of Turnitin, please refer to the [Operating Procedure 2-201F](#)

(<https://department.flemingcollege.ca/hr/attachment/10233/download>)

## Respondus Monitor Statement

This course will use Respondus Monitor as a remote proctoring tool to support the administration of electronic examinations and assessments. Fleming College has an institutional license to use Respondus Monitor, a cloud-based service and software that captures video, audio, and other data during student assessment sessions for use in monitoring students. This data is accessible to, and may be used by, authorized individuals at the college to administer student assessments and manage the academic integrity of such assessments. The Student Terms of Use for Respondus Monitor must be agreed to by users (e.g. students) prior to each use of the Respondus Monitor, available at: <https://web.respondus.com/tou-monitor-student/>

By accessing and using Respondus Monitor, you agree to the collection, use, disclosure and retention of your personal information (including personal images) by Respondus Inc. in accordance with its Privacy Policy, available at: <https://web.respondus.com/privacy-policy/>

Questions regarding the collection of your personal information may be directed Julie Middleton, Director of Counselling and Accessible Education Services via email: [julie.middleton@flamingcollege.ca](mailto:julie.middleton@flamingcollege.ca)

If students choose to opt out of using Respondus Monitor, they must inform their faculty member prior to the scheduled assessment, of their refusal and meet with the faculty to discuss their options.

## Exemption Contact

Hospitality Program Coordinator - Jennifer Rishor, [jennifer.rishor@flamingcollege.ca](mailto:jennifer.rishor@flamingcollege.ca)

## Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flamingcollege.ca/admissions/prior-learning-assessment-and-recognition>

## Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

**Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at [freedomofinformation@flamingcollege.ca](mailto:freedomofinformation@flamingcollege.ca) or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.**

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

### **Laptops**

Students are informed prior to acceptance that they are required to have the use of an individual laptop. You will need a working webcam, microphone and speaker in order to participate online assessments including quizzes, tests and exams. The learning and assessment technology may not work properly on handheld devices such as phones or tablets or on Chromebooks.

### **General Guidelines**

The program of study at Fleming College follows accepted Canadian standards that prepare students for roles in North America and internationally. Success in this course will depend upon your personal commitment to demonstrating mastery of the course content in all aspects of the assessment plan.

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(<https://department.flemingcollege.ca/hr/attachment/269/download>)

### **Academic Accommodations**

If you will need academic accommodations (for example if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

Alternate accessible formats of learning resources and materials will be provided, on request.

## **Course Etiquette**

Your program is intended to prepare you for the workplace and therefore professional standards of behaviour are expected in all course interactions.

## **Group Work**

Students are expected to contribute to group work. If any student is not contributing to the success of the group, it is the responsibility of the group to address it as soon as possible. Should the group desire the Instructor's assistance in this regard, they are welcome to approach the Instructor. Group assignments will include a confidential peer evaluation. Group assignments cannot be submitted individually.

## **Instruction and Course Progression**

Lectures and readings assigned are to be viewed and completed prior to the designated date. Additional readings may be assigned as appropriate.

Students should make every effort to attend as it provides an opportunity for students to ask questions about the activities and assignments and for the instructor to clarify expectations. These sessions will also provide a forum for interactions with other students and the instructor where a great deal of learning is accomplished.

Instruction, direction, changes and other news will be provided to students in a variety of media, including the D2L course page and e-mail. It is students' responsibility to check their Fleming e-mail accounts and the course D2L page.

The course outline provides the framework for the material to be covered, however any of the topics/exercises etc. intended for presentation may be changed at the discretion of the lecturer or seminar leader with due notice to students. It is the responsibility of students to monitor course correspondence to keep up to date in any changes or announcements.

## **Academic Integrity**

Students have a responsibility to support academic integrity. Breaches of academic integrity will normally result in a grade of zero for the assessment component involved and will be reported to the Registrar and can subsequently result in the assignment of zero for the course and expulsion from the college. Breaches of academic integrity fall into two broad categories:

1. Cheating during quizzes, test and exams. Copying from other students, communicating with someone other than the proctor, activity on social media apps, text and instant messaging, and offline conversations are all examples of serious breaches of academic integrity.
2. Plagiarism. All individual work submitted by a student must be original work done by that student alone. Writing must be done in the student's own words in order to demonstrate an individual understanding of the concepts. Appropriate research is required and must be properly cited. Students may use quotations if they are directly cited. The absence of appropriate citation is plagiarism and comes with significant penalties. Please refer to the College policies on academic integrity. Copying from another student or any other source



the use of online services to paraphrase the work of others, the use of other parties, paid or unpaid, to do your work all constitute plagiarism.

### **Course Communications**

Instruction, direction, changes and other news will be provided to students in a variety of media, including the D2L course page, in-class announcements and e-mail. Students are responsible for monitoring their Fleming e-mail accounts and the D2L course page to obtain course information.

### **Instructor Access**

Students are reminded that the Instructor is available by appointment to assist and work with the student on assignments and presentations. Students are responsible for seeking instructor assistance. Should the group desire the Instructor's assistance in this regard, they are welcome to approach the Instructor. The Instructor will then make arrangements for a group meeting.

Communications with your instructor should contain the following information: *Full name, Student Number, Course number and name, Course section. Relevant subject line.*