

**SYLLABUS
HOS 258
CONVENTION MANAGEMENT**

Technical College of the Lowcountry
The Culinary Institute of the South Campus
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Introduction

Required by TCL Procedure 3-1-301.10 titled, "Course Syllabus"

- The syllabus is an outline of the course material, does not constitute a contract, and is subject to change with an adequate notice.
- User Responsibility on Use and Duplication of Computer Software (TCL Procedure 7-1-702.5). Students are responsible for the legal use of computer software and applicable copyright laws and are prohibited from copying software on College computers and from installing personal software.
- ADA Statement: The Technical College of the Lowcountry provides access, equal opportunity, and reasonable accommodation in its services, programs, activities, education, and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities during the first 10 days of the academic term.

I. COURSE DETAILS

Course Description

Reference: South Carolina Technical College System Catalog of Approved Courses

HOS 258 Convention Management
3 Semester Hour Credits
Method of Instruction: In class instructor-led and lecture
Prerequisites: ENG 100, MAT 102, RDG 100

This course is a study of acquiring, soliciting and servicing convention or individual properties in the hospitality industry.

Course Focus

This course will give the student an understanding of the fundamentals of the event, meeting, and convention sector. Students will learn to assess operational processes that underlie the successful production of meetings.

Course Objectives/Learning Outcomes

By the end of this course, students will be able to:

- 1.1 Define the foundational concepts relating to the meetings, exhibitions, events, and conventions industry
- 1.2 Outline the history of the events industry
- 1.3 Detail the evolution and maturation of the events industry
- 1.4 Articulate the ways in which ethical practices are important factors in the events industry

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- 1.5 Discuss career definitions and opportunities for the meeting or events professional
- 2.1 Understand the major types of organizations that hold gatherings, and differentiate the types of meetings and the planning required for each
- 2.2 Identify the associations that support the professional development of those responsible for producing gatherings
- 3.1 Articulate the roles and functions of a destination marketing organization
- 3.4 Describe the tools and associations available through Destination International.
- 3.5 Discuss trends in the field of designation market organizations
- 4.1 Discuss the physical characteristics and financial structure of hotels.
- 4.2 Identify the types of events best suited to a convention center and the reasons behind that solution.
- 4.3 Discuss the space, functions, consortiums, and financing involved in using conference centers for events.
- 4.4 Identify the similarities, differences, and benefits of cruise ships and other event venue options.
- 10.2 Note the specifics to consider when dealing with contracts in this industry
- 10.3 Discuss the importance of crisis preparedness and management
- 13.2 List the considerations to keep in mind during the site selection planning process
- 13.3 Articulate the areas of concern when program planning for an event.
- 16.1 List items needed to understand the event's organizing association
- 16.2 Articulate the event's goals
- 16.3 Articulate specific items to consider when determining the event's budget
- 16.4 Discuss the elements to keep in mind when considering the event's income
- 16.5 Specify the necessary components involved in the request for proposal
- 16.6 Discuss the main considerations for conducting the first site inspection
- 16.7 Outline the important steps in the destination selection..

Evaluation Criteria and Grading

Your performance objective and exams will be translated to points and the points to grades. Your grade will be based on the percentage of points earned/the total number of points possible. The grading scale for this course is as follows:

A= 90-100% B= 80-89% C= 70-79% D= 60-69% F= 0-59%

Required Texts, Uniform Items, and Equipment

The following textbook is required and available for purchase in the TCL College Store.

	<p>Meetings, Expositions, Events, and Conventions – An Introduction to the Industry Edition: 5th Published Date: 2019 Publisher: Pearson Author: George G. Fenich ISBN-13 9780134735900</p>
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II. UNIFORM AND EQUIPMENT REQUIREMENTS

NOT APPLICABLE

III. ATTENDANCE POLICY

Class Attendance

The College's Policy Number 3-1-307, titled CLASS ATTENDANCE (WITHDRAWAL) states,

“Technical College of the Lowcountry expects that students will participate in all scheduled instructional classes and laboratory periods, regardless of the mode of delivery. Students are expected to be in class on time and attend a minimum of 90% of the total class hours or laboratory periods for each course to be eligible to receive a passing grade. Students are responsible for making up the work missed during any absence. If it becomes necessary to add/drop a course or withdraw from a course(s) or the college, it is the student's responsibility to complete the college's approved withdrawal process as specified.”

This policy is on file in the Academic Affairs Division Office, the Learning Resources Center, and online at <https://www.tcl.edu/wp-content/uploads/2012/09/3-1-307-Attendance.pdf>.

- ❖ Students shall plan to attend every class. A student that exceeds **one (1) absence** during the entire semester impacts his/her chances for success and is in violation of this attendance policy.
- ❖ **Late for Class:** Students will be considered late if they report to class more than 30 minutes after the scheduled start time. Being late three (3) times will constitute one (1) absence. Late students may attend the class, but they will not be recorded as present and will not receive a daily participation grade.
- ❖ Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- ❖ Students taking an online/internet class must sign in and complete an assignment designated by the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- ❖ Reinstatement requires the signature of the division dean.
 - a. In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student's responsibility to contact the instructor via email requesting to be withdrawn from the class. Withdrawing from class may have consequences associated with financial aid and time to completion. Students are strongly encouraged to

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consult with Financial Aid prior to withdrawing from any class, particularly if the student is currently on a warning or probation status.

- b. When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of “W”, “WP”, or “WF” depending on the date the student exceeded the allowed absences and the student’s progress up to the last date of attendance.
- c. Under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.
- d. Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.
- e. A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

Online Attendance Procedure

If this course is offered online only then the TCL attendance procedure found at <https://libguides.tcl.edu/c.php?g=45284&p=3406313> applies:

- ❖ For all online courses, students must complete an assignment designated by the instructor during the first week of classes. The instructor will drop the student from the course if the initial assignment is not completed.
- ❖ Instructors will withdraw students from the class when 90% attendance is not maintained. Attendance in an online course is defined by regular course access and by timely completion of assignments as required by the instructor. Each student will be expected to access the web class at least once a week and complete 90% of assignments on time. Additional access is encouraged and may be necessary for successful completion of classes.
- ❖ Failure to log in and complete assignments will result in the student being withdrawn from the course. The instructor will assign a grade of “W,” “WP,” or “WF” based upon the student’s academic standing as the last date of attendance, which is the last login. Students are responsible for any financial matters associated with an administrative withdrawal. If a student fails to email the instructor (using the my.tcl.edu email account) requesting to be dropped from the course and has not submitted the initial assignment required during the first week of class, the instructor will assign a “Never Attended” code in the student information system no later than ten calendar days after the first day of the class. Students who are dropped as a result of never attending the course are still responsible for all fees associated with the course.

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Attendance and Participation Rubric

All students should strive to achieve the high standards outlined below.

THE CULINARY INSTITUTE OF THE SOUTH					
TECHNICAL COLLEGE OF THE LOWCOUNTRY					
Culinary and Hospitality Division					
ATTENDANCE AND PARTICIPATION RUBRIC					
Term	Course	Student	Instructor	Date	Score
					Max Score = 100 points
ELEMENT	POOR	FAIR	GOOD	EXCELLENT	SCORE
Attendance	0 points Student was absent for 2 or more classes (more than 90% of hours required) and/or did not provide instructor with reasonable explanations.	10 points Student was absent for 2 classes but provided instructor with reasonable explanations.	15 points Student was absent for 1 class but provided instructor with a reasonable explanation.	20 points Student was present for every class.	
Punctuality	0 points Student was rarely on time or early (was tardy to class 4 or more times).	10 points Student was sometimes on time (was tardy to class 3 times), and rarely arrived early.	15 points Student was usually on time or early for class (was tardy to class 1 or 2 times).	20 points Student was always on time for class and often arrived early.	
Level of Engagement and Behavior	0 points Student rarely participated in class discussions or asked questions. Interaction with peers was minimal.	10 points Student sometimes participated in class without being prompted but was reluctant to join in discussions/work with peers.	15 points Student often participated freely in class, asked questions, and participated in discussions/work with peers cooperatively.	20 points Student brought original thought and perspective to class discussions. Student was fully engaged and actively involved during every class. They also worked cooperatively and well with all of their peers.	
Preparedness / Assignments & Tests	0 points Student was almost always unprepared for class. Assignments/quizzes are not fully completed and/or they do not have other required materials.	15 points Student was sometimes prepared to learn. Some of the assignments / tests were satisfactorily completed by the due date. The student needed extra time to complete requirements.	30 points Student was usually prepared to learn. Most of the assignments / tests were satisfactorily completed by the due date. The student may have needed extra time to complete requirements.	40 points Student was always prepared to learn. All assignments / tests were completed timely and the student was clearly dedicated in his/her studies.	
				Total Score	/100

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IV. STUDENT PARTICIPATION

Student Contributions

This course is part of a program that is designed to prepare students for careers in hospitality and tourism fields. The following outlines the college's minimum expectations from students enrolled in this course.

Class Preparation

National standards require that lecture courses provide 45 hours of classroom instruction and 90 hours of out-of-class student work. Students are expected to spend at least 10 hours per week studying the textbook, completing assignments, and independently preparing for class using the college's library resources, researching on the internet, and interacting with experts in the hospitality field to be successful.

Division Statement of Academic Honesty

The Culinary Institute of the South and your instructor rely upon and cherish a community of trust. Our instructors firmly endorse, uphold, and embrace the Technical College of the Lowcountry's Student Conduct Code. Even one misconduct infraction can destroy an exemplary reputation that has taken years to build. Acting in a manner consistent with the College's policies will benefit every member of the community, not only while attending the College, but also in your future business endeavors. All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the instructor and/or a disciplinary sanction by the College. All students need to be familiar with the Student Conduct Code.

Academic misconduct includes, but is not limited to, the following:

- ◆ Disclosing exam content during or after you have taken an exam,
- ◆ Removing exam material from the classroom or professor's office without permission,
- ◆ Copying any material from another student, or from another source such as the Internet, that is submitted for grading unless the instructor gives you explicit permission to do so,
- ◆ Plagiarism, including use of Internet material without proper citation,
- ◆ Using cell phones or other electronics to obtain outside information during an exam without explicit permission from the instructor,
- ◆ Submitting your own work in one class that was completed for another class (self-plagiarism).

Special Activities/Events

From time to time, students may be invited to participate in hospitality-related activities for roughly 3-6 hours per event outside the traditional classroom, days/times. Such opportunities are plentiful, support the local community, increase awareness of this college's programs, and expand the learning experience. Students should eagerly volunteer for such special events and embrace these opportunities.

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Use of Electronic Devices

- ◆ Cell Phones and all mobile devices are not allowed to be used in the classroom.
- ◆ All electronic devices should be muted or turned off prior to class.
- ◆ Emergency use of cell phones is by instructor discretion.
- ◆ Tablets and laptops may be used in the classroom ONLY as part of classroom instruction (no texting, accessing social media platforms).

V. DRESS CODE

Course Dress Code

All students should represent the Culinary Institute of the South as if they were representing an employer. In taking this class, students are taking the first important step in a career in hospitality. Therefore, it is important to remember that a classroom environment replicates a professional working environment, and all dress and behavior should reflect their commitment to the field of hospitality.

VI. ATTACHMENTS AND APPENDICES

Course Outline (Attachment 1)

Attachment 1 details the specific course requirements. This is a useful planning tool; however, the instructor reserves the right to modify the plan at any time to expand the learning experience.

Key TCL Policies (Appendix 1)

All students must read and understand the Culinary Institute of the South Appendix titled, "Appendix 1, Key TCL Policies" for the following policies: Text Alerts System, Class Cancellation in Hazardous Weather, Class Attendance Policy (Excerpts from the Catalog/Student Handbook), The Student Code, and Americans with Disabilities Act (ADA), Title IX of the Education Amendments Act of 1972.

College Safety Policies (Appendix 2)

All students must read and understand Appendix 2, TCL Safety Policies appended to this syllabus.

Attachments

Attachment 1, Course Outline

Appendices

Appendix 1, Key TCL Policies

Appendix 2, TCL Safety Policies