



**Professors**

Name	Phone	Office	Email
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**Evaluation**

Event Business Plan	45%
Individual Class Contribution	10%
Midterm Individual Assessment	10%
Final Exam*	35%
Total	100%

\*Students must pass the final exam to pass the course.

**Notes**

**Team Project** Creation of an Event Plan (

**Notes****Class Participation Structure**

**Hour #1:** Starting in the third week of classes, your team that is formed for the applied component of the course will be assigned to present an in-class seminar to discuss the key concepts for the chapter assigned and demonstrate an application of the key concepts to a subject of your choice. The schedule shall be determined on a random draw basis. Your team should bring your own laptop and prepare a slide show to assist you. Please focus on using interesting and innovative methods of engaging the class, stimulating discussion and conveying the key concepts. Presentations should be at least 45 minutes in duration, and including discussions and your chosen engagement methods.

**Hour #2:** The topic for the following week shall be introduced and taught using a combination of theory and applied examples.

**Hour #3:** We shall also use this last hour for team projects to be discussed. This will include project updates from all teams; discussion of common problems and consultation between the professor and each team.

## Course Schedule

Date	Topic	Textbook
Week of:		
1	<b>Learning Topics</b> Overview of Events, Tourism Events Planning Formation of Teams; Discussion of Team Seminars & Team Event Plans	Ch 1 Overview of Events Ch 4 Event Tourism Planning
2	<b>Learning Topics</b> Strategic Event Planning Process Creating an Event <b>Submit Proposal including Team, Client and Task Allocation</b>	Ch 6 Strategic Planning Function Ch 7 Creating the Event
3	<b>Team Seminar #1 – Event Creation</b> <b>Learning Topics</b> Event Marketing Planning, Vision and Goal Setting Situation Analysis Consumers; Market; Competition <b>Completed Consent Forms Due</b>	Ch 11 Marketing

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

honest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

r complete media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.