



# Business Administration

Course Number:

*Devil Rubadeau*

<b>Name</b>	<b>Phone</b>	<b>Office</b>	<b>Email</b>
<b><i>Course Captain</i></b>			

Upon completion of this course students will be able to:

- Evaluate the career opportunities in the field of event planning.
- Explain the increasing importance of event management including planning, marketing, sales, and execution in the private, public and not for profit sectors.
- Describe the unique features of events as they pertain to planning, marketing, sales, and execution.
- Develop a creative event concept.
- Create a comprehensive event business plan in collaboration with a client from the local community.
- Assess the challenges and opportunities facing event managers and marketers now and in the future.

This course will cover the following content including:

- Examining the relevance of events planning to the world of business including private, public and not-for-profit sectors
- Identifying unique features of events as they pertain to the marketing process
- Learning how to design events
- Investigating the role of competitive positioning, targeting and consumer segmentation
- Learning the components of an event business plan
- Developing event financial forecast for revenues and expenses
- Formulating an event business plan in collaboration with a client from the local community and integrating all of the components of an events business plan

Event Business Plan	45
Event Business Plan Client Presentation	10
Midterm Exam Assessment*	10
In Class Seminar	10
Final Exam Assessment *	25
<b>Total</b>	<b>100</b>

\*Students must earn half of all available exam marks to achieve a passing grade.

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(55 marks)

There will be three written project submissions and one oral client presentation for this project. The topics covered and marks awarded for each submission will include:

: 15 marks

Project Concept and Rationale; Event Name; Event Mind's Eye; Event Overview; Environmental Analysis (including external and ng Tw 0.2801.04 -0 -0.0 (e)10.5 (r)4.9 (nal)2.6 ( an)2.6 7 Tw 3.391 0a15.9 (is)(.

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Starting towards the end of the first month of classes, each team will be assigned to present an in-class seminar to discuss the key concepts taught the prior week and demonstrate an application of the key learning from the prior week as applied to the event plans that each team will be working on for their clients. The schedule will be determined on a random draw basis. Each team will prepare an entertaining in class presentation involving games, tests, quizzes or other interactive means. Presentations will be limited to 45 minutes.

The topic for the week will be introduced and taught using a combination of theory and applied examples.
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The last hour will be used for a discussion of the team's projects and an identification of common issues. Flash reports will be reviewed with each team. Project updates will be given by teams.
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A comprehensive events management textbook is recommended but not required for this course.
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The text is

As well, the text from BUAD 116 or a similar entry level marketing course will serve as good reference tool.

There are also proprietary powerpoint slides developed for this course by Blair Baldwin for the Okanagan School of Business, Okanagan College.

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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.

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At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. 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.

“Cheating includes but is not limited to dishonest or attempted dishonest 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 exposing or conveying information to other students who are taking the test or examination.”

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.

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining