

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOU440-001 —Meetings and Conventions (3)  
Fall 2015

DAY/TIME:	T 4:30 p.m. – 7:15 p.m.	LOCATION:	FX-Robinson B 113
PROFESSOR:	Dr. Seungwon “Shawn” Lee	EMAIL ADDRESS:	<a href="mailto:slz@gmu.edu">slz@gmu.edu</a>
OFFICE LOCATION:	SciTech-Bull Run #222	PHONE NUMBER:	703-993-9915
OFFICE HOURS:		FAX NUMBER:	703-993-2025
	T 12:00 p.m. ~ 1:30 p.m. (FX- RAC #2109)		
	TH 1:00 p.m. ~2:30 p.m. (Sci-Tech Bull Run #222)		

#### PREREQUISITES/COREQUISITES

TOUR220 and PRLS 310. This is a **MUST** condition. Prerequisite enforced by registration system. If you do not meet the prerequisite requirement, the professor will (has to) drop you from this course.

#### COURSE DESCRIPTION

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization

#### COURSE OBJECTIVES

1. This course is designed to provide students with an understanding of the meetings industry.
2. This course is designed to provide students with technical/professional skills required to properly execute and manage meetings, conference, exhibition, and conventions.
3. This course is designed to enable students to apply knowledge and techniques to real world situations.

#### COURSE OVERVIEW

##### Cell/smart phones and laptops policy

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers are not allowed to use during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited

##### Attendance

Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending an entire class (4:30pm ~ 7:10 pm). A full credit of attendance will only be given to those students who attend the full class. Attendance check will be done at the beginning of classes and after a class break if necessary (if there is any change in the number of students attending second part of class after a break).

- Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.

- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student’s responsibility to sign in on attendance sheets for each class.

Be sure to let your instructors know, during a break, if you came in late so that you will not be counted as absent.

### Specific rule on group project

There are multiple occasions that the class is given a group project time during the class hours- this is counted as a class and all students should remain in the classroom and attend. If failed to do so it will result in deduction from an attendance credit.

### PROFESSIONAL ASSOCIATION STANDARDS: N/A

Further, upon completion of this course, students will meet or prepare the following professional accreditation standards:

1. CVENT: Supplier Network Certificate
2. Certified Meeting Planner (CMP) by Convention Industry Council

### NATURE OF COURSE DELIVERY

Face-to-Face and virtual meetings

### REQUIRED READINGS

The Convention Industry Council Manual, 9th Edition

And additional reading materials will be shared per schedule..

### EVALUATION

Type	Points	Due Date
Attendance	50	Each class
Midterm	100	Oct. 13
Final Team Project 1) Oral presentation (30) 2) Portfolio (120)	150	Dec.1 Dec 8
Final Exam	100	Dec. 15
*Extra credit (Meeting attendance and a report)	Max. 20	Throughout the semester
<b>Total</b>	<b>400 (420)</b>	

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### Final Team Project

Students will form a group of 4 students and develop a meeting planning portfolio based on the provided scenario.

Portfolio

Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide. Details will be discussed in the class at the beginning of semester.

Oral Presentation

Each team will be given 15 minutes (including Q&A) to present their final project. Detailed grading matrix will be given later of this semester. Oral presentation will be evaluated by the professor, invited industry professionals panel and classmates.

Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor’s note. Make up exam may be an essay type.

Extra Credit

A student can earn extra credit of 20 point maximum (10 point per case = 2 cases maximum) by volunteering/attending professionally organized meeting or convention. It has to be accompanied with a report including a summary of the meeting/convention and evidence of attendance (name badge, program, registration confirmation etc.) The report should include learning outcome form the view of meeting/convention management not from the aspect of an attendee. Details will be discussed during the class.

**Grade scale (Percent of Total Point)**

376 - 400 (94%-100%)	A
360- 375 (90%-93.9%)	A-
352 -359 (88%-89.9%)	B+
336- 351 (84%-87.9%)	B
320- 335 (80%-83.9%)	B-
312- 319 (78%-79.9%)	C+
296- 311 (74%-77.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60%- 69.9%)	D

TENTATIVE COURSE SCHEDULE

<b>WEEK</b>	<b>DATE</b>	<b>TOPIC/ACTIVITY</b>	<b>Meetings/conventions in the industry</b>
1	9/1	Introduction to Meetings and Conventions Syllabus Review	
2	9/8	Meeting Components & Types of Meetings Final project review and team member selection Setting goals and objectives	HSMAI MEET National, 9/9-9/10 (Washington, DC)
3	9/15	Attendee Profile Understanding the Attendee & Meeting profile #1 team work day	1) Linking Urban and Rural Tourism Conference: 9/14~9/17 (Fairfax)

			2) Innovation in Teaching 7 Learning: 9/18 (Fairfax)
4	9/22	Programming Program contents	
5	9/29	Financial Management I Budgeting	Food Service Technology Expo & Conference: 9/27~9/29 (Washington DC)
6	10/6	Registration/Site selection *Guest speaker: CVENT	
7	10/13	Food & Beverage  Midterm Exam	iMEX America:10/13- 10/15 (Las Vegas)
8	10/20	NO CLASS	
9	10/27	Meeting and Event technology	
10	11/3	Logistics, Function rooms and set-ups MeetingMatrix: hands-on practice	
11	11/10	Meeting industry associations and career  *Guest speaker #3	HX: The Hotel Experience: 11/8- 11/10 (New York)
12	11/17	On-site management, risk management  *Guest Speaker #3	IAAPA Attraction EXPO, 11/16-11/20 (Orlando)
13	11/24	Meeting industry career	
14	12/1	Final Project Oral Presentations	
15	12/8	<u>Final Project Due</u> Communication, Risk Management, Strategic Meeting Management	
16	12/15	Final Exam	

*Note: Faculty reserves the right to alter the schedule as necessary.*

*\*tentative guest speaker schedule*

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

