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APR 25 2014

OFFICE OF THE
SENATE COORDINATOR**Course Information**

Date Submitted: 4/7/2014

Current Prefix and Number: HMT - Hospitality Management , HMT 370 EVENT PLANNING AND COORDINATION

Other Course:

Proposed Prefix and Number: HMT 570

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

b. Department/Division: Dietetics and Human Nutrition

c. Is there a change in 'ownership' of the course? Yes

If YES, what college/department will offer the course instead: Retailing & Tourism Management

e. Contact Person

Name: Scarlett Wesley

Email: scarlett.wesley@uky.edu

Phone: 859-257-7778

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: EVENT PLANNING AND COORDINATION

Proposed Title: EVENT PLANNING AND COORDINATION

c. Current Transcript Title: EVENT PLANNING AND COORDINATION

Proposed Transcript Title: EVENT PLANNING AND COORDINATION

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Graduate School Grade Scale*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

Proposed Course Description for Bulletin: This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

2j. Current Prerequisites, if any: Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

Proposed Prerequisites, if any: Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? Yes

If YES, explain and offer brief rationale: Proposal to take this course from a 300 level to a 500 level so that a graduate component can be included. Also, the HMT program would like to increase the rigor of the current course offered at the 300 level.

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|SBASTIN|Sandra S Bastin|HMT 370 CHANGE Dept Review|20140124

SIGNATURE|LGRABAU|Larry J Grabau|HMT 370 CHANGE College Review|20140302

SIGNATURE|JMETT2|Joanie Ett-Mims|HMT 370 CHANGE Undergrad Council Review|20140410

SIGNATURE|ZNNIKO0|Roshan N Nikou|HMT 370 CHANGE Graduate Council Review|20140425

Courses	Request Tracking
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Course Change Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

[Open in full window to print or save](#)

Generate R

Attachments:

Upload File

ID	Attachment
Delete 2988	Original syllabus HMT 370.docx
Delete 3340	HMT 570 Syllabus-Spring 2015.docx

Select saved project to retrieve...

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number:	HMT - Hospitality Management HMT 370 EVENT PLANNING AND COORDINATION	Proposed Prefix & Number. (example: PHY 401G)	HMT 570
* What type of change is being proposed?		<input checked="" type="checkbox"/> Major Change <input type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, except 799 is the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No If YES, check the areas that apply:			
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
1. General Information			
a. Submitted by the College of:		Submission Date:	
AGRICULTURE, FOOD AND ENVIRONMENT		4/7/2014	
b. Department/Division:		Dietetics and Human Nutrition	
c.* Is there a change in "ownership" of the course?			
<input checked="" type="radio"/> Yes <input type="radio"/> No If YES, what college/department will offer the course instead?			
Retailing & Tourism Management			
e.* * Contact Person Name:		Scarlett Wesley Email: scarlett.wesley@uky.edu Phone: 859-257-7778	
* Responsible Faculty ID (if different from Contact)		Email: Phone:	
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval OR Specific Term: ²	
2. Designation and Description of Proposed Course.			
a. Current Distance Learning(DL) Status:		<input checked="" type="radio"/> N/A <input type="radio"/> Already approved for DL* <input type="radio"/> Please Add <input type="radio"/> Please Drop	
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that the proposed change affect DL delivery.			
b. Full Title:		Proposed Title: *	
EVENT PLANNING AND COORDINATION		EVENT PLANNING AND COORDINATION	

c.	Current Transcript Title (if full title is more than 40 characters):	EVENT PLANNING AND COORDINATION			
c.	Proposed Transcript Title (if full title is more than 40 characters):	EVENT PLANNING AND COORDINATION			
d.	Current Cross-listing:	<input checked="" type="checkbox"/> N/A	OR	Currently ² Cross-listed with (Prefix & Number):	none
	Proposed – ADD ³ Cross-listing (Prefix & Number):				
	Proposed – REMOVE ^{3,4} Cross-listing (Prefix & Number):				
e.	Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours ⁵ for each meeting pattern				
Current:	Lecture 3	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
Proposed: *	Lecture 3	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
f.	Current Grading System:	ABC Letter Grade Scale			
	Proposed Grading System:*	<input type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input checked="" type="radio"/> Graduate School Grade Scale			
g.	Current number of credit hours:	3	Proposed number of credit hours:*	3	
h.*	Currently, is this course repeatable for additional credit?				<input type="radio"/> Yes <input checked="" type="radio"/> No
*	Proposed to be repeatable for additional credit?				<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES:	Maximum number of credit hours:			
	If YES:	Will this course allow multiple registrations during the same semester?			<input type="radio"/> Yes <input checked="" type="radio"/> No
i.	Current Course Description for Bulletin:				
	This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.				
*	Proposed Course Description for Bulletin:				
	This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.				
j.	Current Prerequisites, if any:				
	Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.				
*	Proposed Prerequisites, if any:				
*					

Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.				
k.	Current Supplementary Teaching Component, if any: <div style="float: right; text-align: right;"> <input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both </div>			
	Proposed Supplementary Teaching Component: <div style="float: right; text-align: right;"> <input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change </div>			
3.	Currently, is this course taught off campus? <input type="radio"/> Yes <input checked="" type="radio"/> No			
*	Proposed to be taught off campus? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, enter the off campus address:				
4.*	Are significant changes in content/student learning outcomes of the course being proposed? <input checked="" type="radio"/> Yes <input type="radio"/> No			
If YES, explain and offer brief rationale:				
Proposal to take this course from a 300 level to a 500 level so that a graduate component can be included. Also, the HMT program would like to increase the rigor of the current course offered at the 300 level.				
5. Course Relationship to Program(s).				
a.*	Are there other depts and/or pgms that could be affected by the proposed change? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, identify the depts. and/or pgms:				
b.*	Will modifying this course result in a new requirement ² for ANY program? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES ² , list the program(s) here:				
6. Information to be Placed on Syllabus.				
a.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center; vertical-align: top;"><input checked="" type="checkbox"/></td> <td style="padding: 2px;">Check box if changed to 400G or 500.</td> <td style="padding: 2px;">If changed to 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grad criteria in the course for graduate students. (See SR 3.1.4.)</td> </tr> </table>	<input checked="" type="checkbox"/>	Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grad criteria in the course for graduate students. (See SR 3.1.4.)
<input checked="" type="checkbox"/>	Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grad criteria in the course for graduate students. (See SR 3.1.4.)		

¹See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be appropriate academic Council for normal processing and contact person is informed.

²Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

³Signature of the chair of the cross-listing department is required on the Signature Routing Log.

⁴Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

⁵Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

⁶You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷In order to change a program, a program change form must also be submitted.

Submit as New Proposal Save Current Changes

HMT 370 – Event Planning and Coordination
Spring 2012 – Tuesday & Thursday, 3:30am to 4:45pm
Erikson Hall, Room 202

Instructor

Dr. Tracy LU, Ph.D.
Office: 121 Erikson Hall
Phone: (859) 257-4332
Email: tracy.lu@uky.edu
Office hours: Wednesday 1:30 - 3:30pm

Teaching Assistant

Susannah Treese
Office: 318 Erikson Hall
susannah.treese@uky.edu

Course Description

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

Course Objectives

This course will provide students the opportunity to:

1. Identify different types of events and describe the functions of each major event player
2. Describe key concepts and theories in event management.
3. Identify career opportunities in the event industry now and in the future.
4. State the importance and value of the event industry.
5. Describe attendee behavior including an understanding of what motivates people to participate in an event.
6. Identify the key components and issues in event management.
7. Describe how an event is planned, staged, managed and evaluated.
8. Understand the practice, certification and measurement in sustainable event management.
9. Understand the legal issues of event management
10. Explain the basic process of risk management.

Required Textbook

Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell (2010). *Festival and Special Event Management, 5th Edition*. John Wiley & Sons Australia, Ltd. ISBN: 978-1-74216-461-8.

Class Requirements

1. **Project #1: Mini Presentations:** You are to work together as a team of 2 members on an assigned project and present it in class (the presentations are usually arranged at

the end of the class session every Thursday). The topic of your presentation is the *Case Study* in the textbook. Your team will be assigned the chapter on the first day of class. The slides of your presentation should be between 5-10 slides. After the presentation, your team should organize a fun class activity associated with your topic. Your presentation topic and date are determined on the first day of class.

You team is expected to submit the presentation power points via email to professor and TA of the class 48 hours before your presentation. If your assignment is turned in after its deadline, there will be a deduction of 20 points per day for each day it is late.

2. **Project #2: Individual Project:** Please read the project guideline on the course website for details.
3. **Project #3: Team Project:** You are to work together as a team of 2 members on a project. Please read the project guideline on the course website for details.
4. **Midterm Exams:** Exam questions will consist of materials covered in the textbook chapters, class notes, class lectures/speeches and discussions, videos, team presentations, supplementary readings, and class assignments, etc. Exam cannot be made up unless proper arrangements are made with the professor in advance.
5. **Final Exams:** Final exam is not accumulative. Date and time to be announced in advance. You may ask for a make-up time for the final exam only when you have a direct final exam conflict.
6. **In-class Assignments:** Students will be given an in-class assignment in most of class sessions. The assignments are short questions related to class content. Students are expected to finish and turn in the assignments before the end of each class session. Each assignment is worth up to 2 points of your total class attendance and participation points.

Class Policies

Expectations:

- a. You will be responsible for checking class website, reading all chapters in the text book and other class materials, contributing to class discussions, taking exams, and completing assignments on time (including in class assignments).
- b. You are expected to adhere to all relevant University rules and regulations, to follow the course syllabus and schedule, to attend each class session on time.

Blackboard Access Required:

- a. All learning notes, announcements, assignments, etc. will be posted on Blackboard. Be sure to check Blackboard daily and if you do not, you may not receive important information that can affect your grade.
- b. The course WEBSITE on UK's blackboard will provide:

- i. Syllabus, Lecture Notes, Supplemental Readings
- ii. Grades
- iii. E-communications with professors, teaching assistants, team members and fellow students

Attendance

Students are expected to be present for every meeting of the class. Punctual attendance is mandatory for this course. The absentees must show the legitimate evidence for their absence, and must secure the excuse from the professor in advance as early as and whenever possible. **Unexcused absences of more than 4 class sessions will result in an E grade.** The absentees are to take full responsibilities for all consequences as the result of missing any class meeting. You will not be given the chance to make up missed points unless you are absent for a reason listed at www.uky.edu/StudentAffairs/Code/part2.html.

Missed or Late Work

If your assignment is turned in after its deadline, there will be a deduction of 20 points per day for each day it is late.

Exam cannot be made up unless proper arrangements are made with the professor in advance.

Technology

Use of computers (including laptops), cell phones or text messaging when the class is in session is prohibited. Failure to comply will result in written warnings and reductions in grade. Continued abuse will result in student failing the course.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other

academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Grading

This course is comprised of lectures, presentations, assignments, and exams. The classroom climate is expected to be participative. Your grade in this course will be based on the following components:

1. Project #1	100 points	10%
2. Project #2	300 points	30%
3. Project #3	200 points	20%
4. Midterm Exam	150 points	15%
5. Final Exam	150 points	15%

6. <u>Class Attendance and Participation</u>	100 points	10%
Total	1000 points	100%

A = 900-1000; B = 800-899; C = 700-799; D = 600-699; E = below 600 points

Bonus Points: The professor reserves the right to award up to 50 bonus points to students that make significant contributions to the success of this class. These points will be awarded to persons who frequently participate in class discussions, introduce interesting materials or other course related information in class or through posting on the course Website. These points will be awarded at the end of the semester.

Tips for Success:

- a. Familiarize yourself with key deadlines, especially for the quizzes, exams and the individual and team projects.
- b. Keep in touch with me and your classmates by attending every class session, frequently checking your Blackboard email and calendar.
- c. Ask for help if you need it. **When you have a question, send an email to me and cc TA. I or TA will respond to you via UK email** as soon as she can (usually within 24 hrs except weekends or holidays). I expect that you would respond to my or TA's email in a timely manner too. If necessary, we can talk after class or make other arrangements.
- d. Work off-line and save your assignments on your computer or in your career account before you submitting assignments.

HMT 570 – Advanced Event Planning and Coordination
Spring 2015 – Wednesdays, 3:30pm – 6:00pm
Erikson Hall, Room 304

Instructor

Dr. Jason R. Swanson, Ph.D.
120 Erikson Hall
Phone: (859) 257-4965
Email: jasonrswanson@uky.edu (preferred method)
Office hours: Wednesdays from 1:30pm to 2:30pm, or by appointment

Teaching Assistant

Mallory Douglass
mallory.douglass@uky.edu

Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

Course Description

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

Student Learning Outcomes

At the end of the course, students will be able to:

1. Assess the appropriateness of a venue as an event site
2. Assess the needs of the audience with respect to an event
3. Create an appropriate atmosphere with an event
4. Provide for adequate and appropriate food and beverage options for event participants
5. Appropriately manage event staff and volunteers
6. Provide a detailed plan of a specific event
7. Understand and communicate visitor satisfaction with events

Required Textbook

Silvers, J. R. (2012). Professional Event Coordination (2nd ed.). John Wiley and Sons Publishing: Hoboken, NJ. (ISBN: 978-0-470-56071-6)

Class PoliciesAttendance

You are expected to attend class. Students need to notify me of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying me in writing of anticipated absences due to observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence. Students must notify me of their absence prior to the absence or within one week after the absence. Students must submit any written documentation supporting their excused absence within one week after the absence.

You will not be given the chance to make up missed points unless you are absent for a reason listed at <http://www.uky.edu/StudentAffairs/Code/Section%20V.pdf>. Assignments will be due most class days. Therefore, missing class will negatively affect your grade. Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. That number for this course is six classes.

Make-up Work and Late Assignments

In the event of an excused absence, I will give assistance to any student wishing to make up work from that day. However, initiative to get notes, handouts, and assignments is your responsibility. No make-up exams will be given for unexcused absences. You need to make up any missed work within one week of your excused absence.

Assignments are due at the beginning of class, or as indicated on individual coursework. Assignments turned in after the specified due date and time will receive an automatic deduction of 15 percent. If not turned in within three calendar days of the due date, no credit will be given for the assignment. If you have an excused absence on a day when an assignment is due, you must make arrangements with me before the assigned due date regarding when you may turn in your assignment. **When in doubt, communicate.**

Technology

Laptops, tablets, and other large computer devices are not allowed to be used during class. Lecture notes should be taken on paper. PowerPoint presentations will be available on Blackboard before class, in most cases.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is

considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note that any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Academic Accommodations

If you have a documented disability that requires academic accommodations, please see me as soon as possible. In order to receive accommodations in this course, you must provide a Letter of Accommodation from the Disability Resource Center.

Course Requirements

Event Planning Reflection Journals

You will be required to do 15 hours of event planning/staffing/volunteering outside of class. Practical experience could be gained at weddings, corporate networking functions, official School of HES events, and other community or university events. You will keep a journal documenting of your event experience hours outside of class. Your journal must total at least 15 pages – at least one page per hour.

Event Plan

As a class, you will create and execute a comprehensive plan for a fundraising event for a local charity arranged by the instructor. The event theme and scope will be decided by the class in Week 2 of the semester. More details about the event plan assignment will be provided in Week 2. Although much of this work will be done in class, some work may also need to be completed outside of class.

Chapter Homework Assignments

Before each chapter is discussed, I will select questions from the end of each chapter. You will select one of the questions I choose and write a response to your selected question. You will submit your written response in class to earn up to five points. If you want to earn an additional five points, then you will participate in the discussion about the question you selected. Each homework assignment, including the class discussion, is worth a total of 10 points. You must turn in a written response in order to get discussion points. Homework will be assigned for 15 chapters throughout the semester. You will be required to complete one question from each chapter. Assignments will be due on the day the chapter is covered in lecture.

Service Learning Activity

You will get the opportunity to learn about event management while also serving the community at the Hope Center in Lexington. At the end of your service learning activity, you will write a brief reaction paper that will be worth up to 25 points. More details about the Service Learning Activity will be made available after the start of the semester.

Exams

The course will include three exams. All exams will be in-class. The final exam will be held during the regularly scheduled exam period. Questions on the exams will be a mix of multiple choice, short answer, and long answer. The final exam will consist primarily of long answer questions.

Graduate Student Assignment

All graduate students taking the course must complete an additional assignment. Graduate students will design and implement a survey assessing the attendee satisfaction for the charity fundraiser event planned by the class. Students will also be responsible for analyzing survey data and compiling a report of the survey.

findings that includes recommendations for improving the event if it were to be held in the future.

Grading Schematic

The weight of each Course Requirement will be as follows:

Event Planning Reflection Journals	75 points (7.5%)
Event Plan	200 points (20.0%)
Chapter Homework Assignments	
Review Questions (15 @ 5 points each)	75 points (7.5%)
Class Discussion (15 @ 5 points each)	75 points (7.5%)
Service Learning Activity	
Brief Reaction Paper (1 @ 25 points each)	25 points (2.5%)
Exams	
Exam #1	150 points (15.0%)
Exam #2	150 points (15.0%)
Final Exam	250 points (25.0%)
Total for Undergraduate Students	1,000 points
<u>Graduate Student Assignment (1 @ 200 points)</u>	<u>200 points</u>
Total for Graduate Students	1,200 points

The following grading scale will be used to determine final grades for undergrads:

A	900 – 1,000 points
B	800 – 899 points
C	700 – 799 points
D	600 – 699 points
E	0 – 599 points

The following grading scale will be used to determine final grades for graduate students:

A	1,080 – 1,200 points
B	960 – 1,079 points
C	840 – 959 points
E	0 – 839 points

Course Schedule

Week	Day	Date	Topics and Assignments
1	W		Anatomy of an Event
2	W		Creating the Event Plan
3	W		Developing the Event Site
4	W		Providing the Event Infrastructure EXAM 1
5	W		Accommodating the Audience
6	W		Coordinating the Event
7	W		Fundamentals of the Production
8	W		Staging an Engaging Experience EXAM 2
9	W		Ancillary Programs
10	W		Food and Beverage Operations
11	W		Making Event Memories
12	W		Safe Operations EXAM 3
13	W		Vendors and Volunteers
14	W		Knowledge Management
15	W		Sustainable Success
16	W		Wrap-Up
	W		Final Exam

Note: Topics and assignments are subject to change. Students will be notified of any changes.