

Nashville State Community College
(Business, Management and Hospitality)
(Hospitality and Tourism Management)

2018 Master Course Syllabus

(HMGT 2805 – Convention Management and Service)

Course Information:

Course Title: Convention Management and Service

Credits: 3

Class Hours:

Course Description:

Covers increasing property convention and meeting business through improved marketing and better service. Emphasizes addressing meeting planners' needs and concerns confidently, creatively, and effectively, and taking advantage of unique ideas for servicing groups during their stay. Prerequisite(s): CULA 1200 and CULA 2310 with a grade of "C" or higher. A grade of "C" or above in all Hospitality and Tourism management courses must be earned prior to graduation.

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): Meetings, Exposition, Events & Conventions by Fenich, 5th Edition

ISBN: 9780134735900

Access Code:

Reference Materials:

Supplies:

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Course Outcomes:

Upon successful completion of this course, students should be able to:

1. Expose students to the latest in group meetings trends and practices, including the increasing use of computer technology to organize sales offices, build customer relationships, and more effectively communicate details for meetings and events.
2. Exhibit how successful convention properties share their marketing strategies and examples of promotional materials.
3. Students will receive a comprehensive look at conventions and meetings marketing and learn how to successfully sell to groups and how to service their business after the sale.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

1. Understand the role of a Convention & Visitors Bureau (CVB)
2. Identify key components of an exhibition
3. Increase industry vocabulary of industry terms and acronyms used in convention operations
4. Discuss the economic impact of conventions past & present
5. Be aware of available careers in convention & group management fields.

The following are general education competencies intended to support the course outcomes:

1. Know how to locate, evaluate, and use information sources.
2. Use critical thinking skills.
3. Apply scientific thought processes to a range of situations.

Topics to Be Covered:

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Testing Procedures- 60%

Projects- 30%

Class participation- 10%

Grading Policy:

A grade of "C" or above must be earned in culinary prerequisite courses to meet requirements for enrollment in subsequent courses. A grade of "C" or above in all Culinary Arts courses must be earned prior to graduation.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

You are expected to take all quizzes and exams (theory & production) at the scheduled time. Make up quizzes will be given at the instructor's convenience. Without prior arrangements, no makeup exams will be given.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

A student who arrives late for class will be marked as tardy with the third (3rd) late occurrence counted as one (1) absence.

Grading Scale:

Letter Grade	Percentage Range
A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date (will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

(Each instructor will outline his/her expectations for academic integrity and provide individualized information about consequences for academic misconduct.)

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you

need to reset your password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.