

# Nashville State Community College

(School of Business & Professional Studies)  
(Business Administration, Concentration Hospitality Management)

## **Master Course Syllabus**

**2025 Fall Term- First 7-week Term**

## **HMGT 1800 -Introduction to Event Management**

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

### Course Information

School of Business and Professional Studies  
Business Administration, Concentration Hospitality Management  
Introduction to Event Management- HMGT 1800  
Fall 2025

### Course Description:

This is an introductory class that will provide the student with an insight into the industry of special events and the role the meeting and event professionals plays in it. Topics include vendors, contracts, fundraising, budgeting, ethics and more.

### Instructor Information:

**Name:** Thom Druffel  
**Email:** thomas.druffel@nscc.edu  
**Office Phone:** 615-916-5889  
**Cell Phone:** 615-456-2379  
**Office Location:** Southeast Campus, Room 1460  
**Office Hours:** Upon Request by email or cell phone text  
**Instructor Zoom Room link:** <https://nscc-edu.zoom.us/j/9626548926>

## Course Delivery

Hybrid: HMG1800- Introduction to Event Management is a hybrid course in which the content and interactions will be a combination of online and on-ground activities. The online portion of the class will primarily develop your knowledge of the subject matter and will be accessed through the [NS Online D2L](#). The on-ground segment of your course will develop skills and working knowledge of events. The classroom portion will be on Friday afternoons from 9 AM-12PM at the Southeast Campus. The on-ground segment will also include tours and work within event venues such as the Music City Center.

Credit Hours: (3 credits)

Prerequisites: (None)

## Required Textbook(s) & Other Materials:

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.

**Textbook(s):** EVENT PLANNING AND MANAGEMENT, Principles, Planning and Practice, 3rd Edition by Ruth Dowson, Bernadette Albert and Dan Lomax

**ISBN:** Paperback: 978 1 3986 0710 1

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the [bookstore's website](https://www.bkstr.com/nscstore/shop/textbooks-and-course-materials) ( <https://www.bkstr.com/nscstore/shop/textbooks-and-course-materials> ) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or [accesscenter@nscc.edu](mailto:accesscenter@nscc.edu).

## Course Policies

This syllabus sets forth the expectations for course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information contained here is subject to change at any time. Students will be notified if any changes are made. Though changes are possible, it is expected that the course will be conducted as described in this syllabus.

## Purpose of the Course

Event Management is an exciting career opportunity that creates excellent hospitality skills and entrepreneurial opportunities. Introduction to Event Management will develop your knowledge and skills in planning and managing events. You will learn meeting room configurations that match the client's needs. Understand the steps of an event planning process. Develop an understanding of a marketing plan and learn the basics of selling. Learn how to address meeting

planners' needs and concerns confidently, creatively, and effectively. Take advantage of unique ideas for servicing meetings and catering events. The class will include observations of events and or direct involvement in planning or working in an event. A grade of "C" or above in all Hospitality and Tourism management courses must be earned prior to graduation. Each student is expected to actively contribute as individuals and in group projects using online resources that will include communication, documentation of development, time management, and project management skills.

### Structure of the Course

The 7-week course will run Sunday to Sunday with activities, quizzes and assignments. The weekly assignments will be set and available on Sunday mornings at 8am with the due dates by the following Sunday evenings due by midnight. The on-ground part of the class will be on Fridays from 9AM- 12 Noon. There will be an event planning project that will progress parallel to the subject matter and skill development each week. The project will provide an understanding of the planning and management process with real live applications.

It will be critical that students keep pace with the weekly assignments. The weekly content builds along with the event planning project. Students need to inform the instructor in advance in they are not able to make the weekly assignments.

### Digital Course Materials (DCM):

To ensure the lowest cost for students, this course includes a materials fee. This means that some, or all, of the required textbooks and materials for this course are available through your *NS Online* course shell. When you register for this course, the charge will appear on your account. If you decide you do not want to purchase the course materials embedded in *NS Online*, you can opt out of the program until the end of the second week of classes. If you opt out, you will be responsible for obtaining the required course materials on your own. For more information, please visit the [NSCC Bookstore](http://www.nscclibrary.com) at [www.nscclibrary.com](http://www.nscclibrary.com).

### Accommodation and Accessibility Needs

If you are registered with the [Access Center](http://www.nscclibrary.com) and require an alternate format for the textbook and other course materials, please contact the Access Center as soon as possible at 615-353-3363 or [accesscenter@nscclibrary.com](mailto:accesscenter@nscclibrary.com).

### Honors Option

Honors credit is available in some classes. If you are interested in participating in the Honors Program, please contact your instructor within the first four weeks of class.

## Learning Objectives (Course Level Learning Outcomes)

To successfully complete this course, the student is expected to:

1. Identify the 4 steps in planning and managing events.
2. Describe the types of organizational framework that event management works including both facilities and independent operators.

3. Analyze meeting room setups that recognize strengths of set ups to the client's needs.
4. Describe how to research and report information to plan and organize an event.
5. Evaluate production, operating logistics and staffing in executing an event.
6. Differentiate market segments and their characteristics and how to sell against each event segment.
7. Organize a marketing plan and summarize selling skills.
8. Define and analyze financial metrics for events.
9. Integrate all components of the 4-step planning process.

### Course Competencies:

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

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

1. Describe the role of an Event Manager
2. Identify key components of an event/catering function.
3. Increase industry vocabulary of industry terms for events.
4. Identify factors that impact the economics of an event.
5. Describe available careers in the event management and catering 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.
4. Learn basic selling and marketing skills.

### Grading Policy and Feedback

#### Rubrics

This class uses rubrics. A rubric is a scoring guide for assignments that details criteria for earning points. There will be a progressive set of rubrics for each week's event planning update and the final event project.

#### Grading Scale and Weighting

Grade Weighting: Each assignment in the course will count towards a calculated weight distribution.

- Quizzes =30%
- Exams = 20%
- Discussion 1 and weekly Project Plan Updates-20%
- Final Event Planning Project- 30%

- **Grading Scale:**

Letter Grade	Percentage Range
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59
<ul style="list-style-type: none"> <li>• FA (never withdrew)</li> <li>• FN (never attended)</li> </ul>	

## Course Policies

As students in this course, you should strive to obtain as much knowledge and improve skill sets that will aid your transition into the business and hospitality discipline. As a NSCC student working in an online environment, you should be courteous, thoughtful, detailed, and diligent throughout your coursework. Lack of initiative or motivation will surely impede your opportunity to complete this course successfully.

## Assignment Descriptions

### Formative Assignments

- **Quizzes:** Provide a working knowledge of the subject matter for the weekly assignments. In some cases, the subject matter is accumulative, so it is important to maintain pace with the weekly assignments.
- **Project Updates:** Each week's project updates will tie the weekly subject matter to the project plan outline. This will help us to understand the relevance of the planning and management process.

### Summative Assignments

Any submitted assignments are final submissions and will be graded according to the provided rubrics for each assignment.

- **Event Planning Project:** The purpose of the project is applying concepts in developing a plan to a case plan that you develop. It is important to know the process in managing and building and managing an event. This assignment will tie the planning to a more realistic understanding.
- **Test and Exams:** The final exam is comprehensive and will test both your knowledge of the subject matter and application of the subject matter to event types.

## Participation/Attendance

The College is not an attendance taking institution as defined by 34 CFR 668.22(b)(1) in the Code of Federal Regulations; however, students are expected to attend all scheduled classes and laboratories.

- Absences in a course may affect a student's final grade.
- Tardiness may also affect a student's final grade.
- Students are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- Students who are sick or not well enough to attend class must notify the instructor as soon as possible before the scheduled class time, unless incapacitated or unable to do so. In that case, students must contact the instructor as soon as reasonably possible.
- If a student has an unavoidable conflict with a scheduled class session, students must notify the instructor, preferably before the class session, or as soon as possible.

## Student Responsibilities

My goal is for you to excel in this class and to develop the skills necessary to succeed in event management. However, you have the major responsibility for doing well. Achievement of course objectives will require you to know what you need to do to improve your performance and actually do it. You are expected to research all materials and software needed to complete your projects, apply the feedback returned to you, and document your process throughout. You cannot meet the objectives of this course by being a passive learner. As the semester progresses, you should be able to implement several ideas to improve your performance. In addition, you are expected to ask questions to clarify expectations, evaluations, or other aspects of the course not clear to you. Nashville State provides many student resources for academic and personal support; see the "Nashville State Community College Resources" section of this syllabus for more information.

## Instructor's Policy

The attendance policy for this course is:

**For financial aid** purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

## Technology Statement

- All classes at the College are web enhanced. “Web enhanced” means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Access to the D2L/NS Online and myNSCC.edu is not available outside of the United States.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on “mute” until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on the [access to internet and technology website](#).

## Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

## D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu ([student email](#)) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

- Login to your [MyNSCC](#) to access your NSCC info and My Self Service.

## ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615-353-3363, or e-mail [accesscenter@nscc.edu](mailto:accesscenter@nscc.edu).

## Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as “disruptive conduct” in their courses. 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

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the semester grade.

All students are expected to uphold the highest standards of academic integrity. Acts of academic dishonesty—including, but not limited to, cheating, plagiarism, and any form of academic misconduct—are strictly prohibited. It is the student’s responsibility to familiarize themselves with and adhere to the Academic Misconduct Policy as outlined in the Nashville State Student Code of Conduct.

Violations may result in disciplinary action in accordance with college procedures. Additionally, instructors reserve the right to impose academic sanctions, which may include assigning a failing grade (“F” or zero) on the specific assignment, examination, or project in question, or a failing grade for the entire course. Students retain the right to appeal such decisions through the college’s official grade appeal process

## Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your [@my.nscc.edu](mailto:@my.nscc.edu) email. This email will go to your academic advisor and Student Success



advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

## RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: [Get Rave NSCC](#). The instructions for this are listed below.

- 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.

## Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- [Free tutoring](#) provides assistance beyond the classroom to help you make the most of your college education.
- [These resources](#) include information on student support, student D2L resources, [NSCC email](#), scheduling, online courses, and more.
- [Services](#) that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

## Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and [www.nsc.edu](http://www.nsc.edu).

Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

## Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.

## AI Policy

The use of AI tools (such as ChatGPT, Grammarly, or similar technologies) in this course is permitted only when specifically authorized for an assignment or activity. Unless otherwise stated in the assignment instructions, you should assume that all work must be completed independently without the assistance of AI tools. When AI use is allowed, guidelines for its appropriate and ethical use will be provided. You may be asked to document or explain how you used AI tools in completing your work. Unauthorized or unapproved use of AI may be treated as academic misconduct. If you are unsure if AI use is permitted for a particular assignment, it is your responsibility to ask for clarification in advance.