

Nashville State Community College
School of Business & Professional Studies
Hospitality Management
Master Course Syllabus
***HMGT 2805*—Convention Management and Service**

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:**Course Title:** Convention Management and Service**Credits:** 3**Class Hours:** Online**Course Description:**

Shows you how to increase your property's convention and meeting business through improved marketing and better service. Learn how to address meeting planners' needs and concerns confidently, creatively, and effectively. Take advantage of unique ideas for servicing groups during their stay. A grade of "C" or above in all Hospitality and Tourism management courses must be earned prior to graduation.

Instructor Information:**Name:** Thom Druffel, MBA**Email:** Thomas.Druffel@nsc.edu@nsc.edu**Office Phone:** 615-916-5889**Cell Phone:** 615-456-2379**Office Location:** Southeast Campus, Room 1460**Office Hours: Monday & Wednesday** 10AM-2PM I know many of you have busy schedules. I will be glad to set up appointments in person or by zoom based on your availability. Please text my cell or email me to set up appointments.**Zoom:** <https://nsc.edu.zoom.us/j/9626548926>**Required Textbook(s) & Other Materials:****Textbook(s):** Meetings, Exposition, Events & Conventions by Fenich, 5th Edition**ISBN:** 9780134735900

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>) 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.

Digital Course Materials: These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared 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 purchasing the required course materials on your own. For more information, please visit www.nscc.edu/dcm.

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

STAY IN TOUCH

A great way to stay on schedule is to keep your assignments on your cell phone through texts. Listed below is the link with the instructions.

<https://s3.amazonaws.com/nscc.edu/PDFs/faculty-staff/enable-text-notifications.pdf?mtime=20221011104910>

Course Outcomes:

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

1. Describe the scope of the convention, meetings, and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
2. Describe considerations in the organizational design of a sales department, and outline how a sales office interfaces with other departments.
3. Identify characteristics of association & corporate meetings and SMERF groups and how to approach selling to these markets.
4. Know the primary job functions, and the important personal and professional characteristics of a convention service manager.
5. Identify the steps in planning catered functions and special events.
6. Understand the importance of post-convention review.

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:

- Meeting, Exhibition, Event and Convention Organizers and Sponsors
- Destination Marketing Organizations
- Strategic implementation of trends and practices in conventions management.
- Meeting and Convention Venues
- Service Contractors
- Special Events Management
- Food & Beverage applications
- Legal Issues in the MEEC Industry
- Technology and Meeting Professionals
- Green Meeting and Social Responsibility
- International aspects in MEEC

Course Assessments:

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

Attendance and Participation-20%

Quizzes-20%

Midterm-20%

Final-40%

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

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.
- You are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- If you are not well enough to attend class must notify the instructor as soon as possible before the scheduled class time.
 - If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.

- If you have an unavoidable conflict with a scheduled class session, you must notify the instructor before the course session.
 - If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.

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

Grading Scale:

| Letter Grade | Percentage Range |
|--------------|------------------|
| A | 90-100 |
| B | 80-89 |
| C | 70-79 |
| D | 60-69 |
| F | 0-59 |

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 which is **February 17th for the 1st 7 weeks of Spring, 2023**. 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 your class or done any of the work in an online course.

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.
- 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 student use at each campus during campus open hours. Open computer lab availability for Fall 2020 may vary from campus to campus.

Students should check 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.

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@nsccl.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.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsccl.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: <https://www.getrave.com/login/nsccl>. 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 NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses.
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

Equity Statement

Nashville State Community College strives to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We understand and practice ideals of equity and inclusion for our students by embracing a full spectrum of experiences, viewpoints, and intellectual approaches in order to overcome barriers to success.

Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and 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/NS Online 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.