

OUTCOMES BASED LEARNING MATRIX

Course: BUSN106 – Conference and Event Planning

Department: Business Administration

This course introduces students to a comprehensive overview of the conference and event planning profession with a focus on marketing and promotional strategies for conventions and special events. Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; or waiver by placement testing results.

Core Competencies for outcomes activities and assessment tools: Written Communication (WC); Quantitative Literacy (QL); Oral Communications (OC); Information Literacy (IL); Critical and Creative Thinking (CCT); Civic Engagement (CE); Integrative Learning (IG); Global Learning (GL).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
<p>Upon completion of course, student will be competent in the following areas;</p> <ul style="list-style-type: none"> • To introduce Conference and Event Planning as an interrelated industry • Emphasize problem solving tools • Highlight initial planning, organization, food and beverage, venues, and customer service. • Focus on industry wide trends and work ethics • To guide in professional development and leadership 	<p>Each week, the following activities will be applied in to each of the classes.</p> <ol style="list-style-type: none"> 1. Reading assignment will be due for specific Chapters in their Event Planning texts. (IL, OC QL, GL) 2. Weekly lecture and discussion of hospitality and event planning topics and trends (CCT, IL, OC, GL) 3. Student will be assigned various questions, group projects, event planning projects, and case studies (CCT, IL, QL, GL, IG) 4. Student will become aware of conference and event planning trends through videos, power point presentations and various handouts. (CCT, IL, OC, QL, WC, GL, IG) 	<ol style="list-style-type: none"> 1. Students will be tested weekly on specific front of the event management procedures and skills. (WC, GL, IL, CCT) 2. Students will plan, budget, detail and present an assigned conference or event to the class (CCT, IL, OC, QL, WC, GL) 3. Students will be critiqued in the following areas. <ol style="list-style-type: none"> 1. Exams 2. Homework 3. Conference and Event Project Assignments 4. Attendance and participation 5. Final Exam (WC, GL, IL, CCT)