BMGT 401/MBA 694 Event Management (Summer 2021)

*Course Syllabus*

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| **Instructor:** | Mike Morelli |
| **Office:** | GBB  338 |
| **Office Tel:** | (406) 243.5695 |
| **Email:** | [mike.morelli@mso.umt.edu](mailto:mike.morelli@mso.umt.edu)  [https://umontana.zoom.us/j/779116877](https://umontana.zoom.us/j/779116877%20)  **(Note: Emails received after 5:00 PM MST will be answered the next day, emails received on the weekend will be answered Mondays.)** |
| **Office Hours:** | W 11:00 AM – 11:40 MT Online in the [Zoom](https://umontana.zoom.us/j/779116877) classroom.  (Please note, if no one shows up by 11:15, I'm out till next week. You can always email me to set up a zoom meeting time.) |
| **Class Time:** | Asynchronous – no meeting time |
| **Classroom:** | Online |
| **Credits:** | 3 hours |
| **Grading:** | Undergraduate/Graduate -100 point scale  (Graduate students will submit an Exploratory Case Study in place of the final exam ) |

***Please Note: This syllabus is subject to change depending on outside events, and/or other extenuating circumstances.***

**Course Overview**

Welcome to Event Management. This course is designed to provide you with some of the tools for better understanding the processes involved in the conceptualization, development and production of live events. Due to Covid-19, some assignments may be modified due to local restrictions and safety protocol.

Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by event management professionals. Over the course of the semester you are required to either attend, volunteer with, work on, or research a special event such as music festival, live play, trade show, panel discussion - workshop, etc..., and write about the experience. (Whether you attended physically, online, or are reporting your research on an event you have the same type of reporting requirements, although physically working an event will give you a large advantage in describing and writing about your event.) Graduate students, you will serve as discussion leaders and create a question to guide the thinking of your group. Undergraduates, you are tasked with giving the question created thoughtful consideration and writing about your experience, as detailed below, with the question in mind as a portion of your central thesis.

Over this course you are asked to move through the material with **multiple submission deadlines every week**! You may certainly work ahead. Late work may not be accepted. Please save your work in your own way as you may be asked to build on topics you've previously submitted and no longer have access to in the course.

It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations. To this end you are asked to seriously consider and comment on another students work. Please do so with consideration and courtesy. It is perfectly acceptable to disagree, but do so politely.

For graduate students, in addition to the work as a group discussion leader for the guided special event question, an exploratory case study is assigned in lieu of a final exam. This case study will demonstrate your ability to examine and analyze an event of your own choosing, and, using the tools and knowledge presented to you throughout the semester, articulate thoughtful questions for the reader to consider.

**Course Requirements and Assignments**

**Class Attendance:**

Online course, no attendance required although you are expected to sign in and interact with the material multiple times per week.

**Class Participation:**

You are required to actively participate in class assignments; this may entail posting on discussion boards, working on special event guided projects, or class assignments. Your participation will be based on the quality of your contributions, the level of professionalism you demonstrate, and the value added to each assignment.

**Exams:**

If you are an undergraduate student you will have two exams in the course. These exams will consist of multiple‐choice questions, and possibly short‐answer questions, taken from the discussion boards and readings. If you are a graduate student you will take the Midterm exam only. (You will be submitting an Exploratory Case Study in place of the final exam.) Exams may only be taken in Moodle unless reasonable and appropriate accommodation is called for though documentation with The [Equal Opportunity and Affirmative Action Office](http://www.umt.edu/eo) and Disability Services for Students.

**Guided Special Event participation/research:**

Over the course of the semester you are required to either attend, volunteer with, work on, or research a special event such as music festival, live play, trade show, panel discussion - workshop, etc..., and write about the experience. (Whether you attended physically, online, or are reporting your research on an event you have the same type of reporting requirements, although physically working an event will give you a large advantage in describing and writing about your event.) Graduate students, you will serve as discussion leaders and create a question to guide the thinking of your group. Undergraduates, you are tasked with giving the question created thoughtful consideration and writing about your experience, as detailed below, with the question in mind as a portion of your central thesis. Your post and response will be in excess of 500 words.

**Exploratory Case Study:**

Graduate students will write and submit an original exploratory case study of at least 2000 words on a real event of the student's choosing which has been actualized in the last year. The student does not need to have participated in the event. Web resources are highly encouraged for research and data gathering. There is an example of a well thought out case study in the course.

**Course Materials:**

All course materials will be provided to the student online through separate chapters from relevant texts, or through online resources. Undergraduates, go are required to pay a digital online access fee (collected at the time of tuition payment) in lieu of buying books. Graduate students, you have paid enough fees to the MBA program, your materials are incorporated into the course.  Because the materials are integrated into the course you are welcome to download the materials to keep them for your own ongoing education.

**Course Grading:**

Grading is based on a 100 point scale for both undergraduate and graduate students. (You will see a possible 120 points in the Moodle shell. Unfortunately there is not a way to change this, but be aware the course is graded on 100 points.) Each section post is worth 5 points. (3 points for the initial assignment post and 2 points for the response post.) Please be aware I expect you to thoughtfully present your material. I also expect it to be well written and technically correct. Excessive technical errors (4 or greater per post) will result in loss of points.

##### ****Grading is as follows:****

**Assignment                             Possible Points                             Due Date**

Grad guided quest Chap1              3                                              5/15

Introduction                                      5                                              5/12

Defining Objectives Quiz              5                                              5/19

Establishing Timelines Forum       5                                              5/22

Budgeting Discussion Forum       5                                              5/26

Public Assembly venue: Chap 4   5                                              5/29

Selecting Talent Forum                   5                                              6/2

Midterm Exam                             15                                             6/03-05

Planning F&B Forum   5                                              6/05

Marketing Week 5 Chapter 2 Quiz 5                                              6/9

Guided special event forum post 15 (Grad 3pts included)        6/12

Event Risks Chapter 12 quiz           5                                              6/16

Access and Ticketing Forum          5                                              6/18

Final Exam/Case Study 20                          6/17-18

Total                                                  100

We will use a simple scale:

Points                   Grade

94-100                   A

90-93                     A-

87-89                     B+

83-86                     B

80-83                     B-

77-79                     C+

73-76                     C

70-73                     C-

67-69                     D+

63-66                     D

60-63                     D-

59 or less             F

**Course Learning Goals**

BMGT 401 students will be expected to:

1.       Understand basic framework of planning an event.

2.       Demonstrate ability to execute events through project design.

3.       Understand industry trends based on guest lecturers’ expertise.

4.       Demonstrate ability to collaborate for event execution through volunteer activities.

5.       Evaluate events for effectiveness and success based on unique goals.

**ADA Accommodation Statement**

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult http://www.umt.edu/disability.

**Academic Misconduct Statement**

All students must practice academic honesty.  Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.  The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, “Students at the University of Montana are expected to practice academic honesty at all times.” (Section V.A., available at <http://www.umt.edu/vpsa/policies/student_conduct.php>).  It is the student’s responsibility to be familiar the Student Conduct Code.  You are also expected to abide by the SoBA Code of Professional Conduct at <http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>. Although you are encouraged to discuss course readings, lectures, etc. with one another, all individual‐level assignments should by the individual student. Neither the University of Montana nor I will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment or exam, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating in this course.

[**Equal Opportunity and Affirmative Action Office**](http://www.umt.edu/eo)**and Disability Services Statement**

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

**Email**

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their umontana.edu accounts. Email from non‐UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.  **(Note: I’ll answer emails received after 5:00 PM MST the next day. Emails received on the weekend will be answered Mondays.)**

[CLOSE](https://moodle.umt.edu/course/view.php?id=30966)