Tourism 103 - Events Management

COURSE SYLLABUS

<table>
<thead>
<tr>
<th>Course Title</th>
<th>PCTRMT 103</th>
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<tr>
<td></td>
<td>Course Number</td>
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**CEU VISION/MISSION**

**Philosophy:** Ciencia y Virtud (Science and Virtue)

**Vision**

To be the university of first choice. CEU seeks to be the university of first choice - the leading higher education institution fostering excellence in the pursuit of knowledge while engendering personal integrity and social responsibility.

**Mission**

To build a brighter future - for our students, the Philippines, and the world. It is committed to:

- Provide a rich and stimulating academic environment in order to promote creative and scholarly academic pursuits among its faculty and equip students with the knowledge, skills, sound moral values, and an appreciation of arts and culture that will prepare them to become productive and innovative professionals with a commitment to nation building in the context of one world;
- Enhance the development of higher education in the Philippines through its exemplar academic programs and practices, leadership in professional organizations, and participation in academic consortia; and
- Contribute to the promotion of human health and well-being through high-quality programs in health professional education, research, and community service.

**CEU CORE VALUES**

V - Valuing others, caring for them and empowering them
A - Accountability, integrity and trustworthiness
L - Lifelong learning as individuals and as an organization
U - Unity, teamwork and loyalty
E - Excellence in all endeavors
S - Social responsibility as citizens of the Filipino nation and of the world

**CEU QUALITY POLICY**

Centro Escolar University is committed to provide quality, relevant, timely and effective service and support to the University community through an efficient organizational system imbued with values and professionalism.

**CEU QUALITY OBJECTIVES**

In implementing the quality policy, CEU will:

1. Develop and maintain qualified and competent human resources;
2. Attain organizational unity and effectiveness;
3. Ensure functional and efficient systems;
4. Disseminate information efficiently to the different functions;
5. Identify the needs of the University community;
6. Provide adequate resources and facilities; and
7. Improve quality services continuously through a responsive feedback mechanism.

**CENTRO ESCOLAR EXPECTED GRADUATE ATTRIBUTES (CEEGA)**

<table>
<thead>
<tr>
<th>Graduate Attributes</th>
<th>Skills, Knowledge, Attitudes that Escolarian Graduates possess</th>
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<tbody>
<tr>
<td>Lifelong Learner (LL)</td>
<td>1. Learns and works independently as well as collaboratively.</td>
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<td>2. Translates knowledge generated from research and other sources to improve quality of life.</td>
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<td>3. Creates new ideas to better understand society.</td>
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<td>4. Evaluates own thinking, behavior and spirituality for self-growth.</td>
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<tr>
<td>Reflective and Creative Thinker (RCT)</td>
<td>1. Thinks critically and creatively.</td>
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<td>2. Shows open-mindedness.</td>
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<td>3. Solves problems systematically.</td>
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<td>4. Loves art and shows artistic sensibility.</td>
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<tr>
<td>Caring and Trustworthy Citizen (CTC)</td>
<td>1. Values people and acts in unity with others.</td>
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<td>2. Commits to social justice and principles of sustainability and respect for diversity.</td>
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<td>4. Manifest social responsibility by helping improve conditions of those who have less in life or circumstance.</td>
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<tr>
<td>Proficient Communicator (PC)</td>
<td>1. Articulates ideas clearly for varied purposes and audiences of diverse culture.</td>
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<td>2. Listens attentively, engages in meaningful exchange and shares knowledge, values, attitudes and intentions.</td>
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<td>3. Utilizes effectively appropriate media and information technologies.</td>
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<tr>
<td>Competent and Productive Professional (CPP)</td>
<td>1. Initiates, innovates better ways of doing things and accountability</td>
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<td>2. Promotes quality and productivity.</td>
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### A. VISION

The School of Nutrition and Hospitality Management is committed to quality education that ensures the total development of its graduates who are empowered to lead in their chosen professions and competent members of the global workforce.

### B. MISSION STATEMENT

In line with the Centro Escolar University’s philosophy, mission, and vision to be the University of first choice, the School of Nutrition and Hospitality Management is committed:

1. to develop well-rounded individuals; and
2. to produce competent professionals who are involved in community service, research-oriented, and equipped with the new information technology and emerging knowledge and skills that meet international standards of excellence while continually in quest for personal and professional growth.

### B. S. HOTEL AND RESTAURANT MANAGEMENT (B.S.H.R.M.) PROGRAM OBJECTIVES

The Bachelor of Science in Hotel and Restaurant Management prepares the student for various careers in the hospitality sectors. The program aims to:

1. Provide knowledge and critical awareness of the main ideas, principles, concepts and problem solving techniques in hotel and restaurant management.
2. Fortify skills in the field of research, leadership, entrepreneurship and culinary arts.
3. Hone reportorial and communication skills specifically in the field of hotel and restaurant management/hospitality management.
4. Provide competencies on accommodation management, food and beverage management and event management.
5. Develop skills in the application of work related technology including information handling and skills for lifelong learning.

### B. S. HOTEL AND RESTAURANT MANAGEMENT (B.S.H.R.M.) PROGRAM OUTCOMES

The graduates of B.S. Hotel and Restaurant Management should be able to:

1. Manifest adequate knowledge of tourism and hospitality industry both in local and international context.
2. Exemplify awareness of cultural, social, environmental, technological and economic impacts of tourism.
3. Demonstrate effective interpersonal and communication skills and high degree of service orientation.
4. Exhibit positive attitude and proper ethics in the multi-cultural workplace.
5. Demonstrate creative and innovative thinking in problem solving by formulating sound decisions.
6. Demonstrate competencies on food and lodging operations and management as well as entrepreneurial related business activities.
7. Perform hospitality leadership and teamwork skills in creating customer oriented work environment.
8. Show awareness and responsiveness on relevant and emerging trends and issues in hospitality industry.
9. Exhibit sense of consciousness for ethics in the delivery of tourism services.
10. Discuss the latest developments in the hospitality industry.
11. Communicate effectively using both English and Filipino orally and in writing.
13. Exemplify professional, social, and ethical responsibility.
14. Preserve and promote “Filipino historical and cultural heritage.”
15. Perform the ASEAN Common Competency Standard required in housekeeping, front office, and food and beverage service.
**Course Description**: This course applies management principles to conventions and exhibitions focusing on convention packaging, the bidding process, promotions and management. This also introduces the professional environment of Meetings, Incentives, Convention and Exhibitions (M.I.C.E.) Industry.

**Pre-requisite**: Introduction to Hotel, Restaurant and Related Institutions Management (Housekeeping), Tourism 100 – Tourism Industry Overview, Tourism 101 – Introduction to Tourism Theory

**General Objectives**: At the end of this course, the students are expected to:
- **Cognitive**
  - Be familiar with the potentials and impacts of MEEC/M.I.C.E. Industry to the world and local Travel and Tourism Industry.
  - Acquire knowledge on the step-by-step process and procedures in organizing meetings, incentives travels, conventions and exhibitions.
- **Affective**
  - Realize to important of having knowledge in organizing conventions as their future business.
- **Psychomotor**
  - Apply the principles of management to plan, organized and manage conventions and exhibitions.
  - Implement the theories learned in planning, organizing and managing actual convention.

**COURSE PLAN**

<table>
<thead>
<tr>
<th>CEEGA</th>
<th>Program Objectives</th>
<th>Program Outcomes</th>
<th>Learning Outcomes</th>
<th>Content/Topic</th>
<th>Suggested Teaching Methodology/Strategies</th>
<th>Time Allotment</th>
<th>Resources</th>
<th>Assessment Tasks</th>
<th>Grading Criteria</th>
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<tr>
<td>LL 1, 2, RCT 1,2 CTC 1 PC 1,2,3 CPP 1</td>
<td>1, 3, 8, 10 and 11</td>
<td>A and C</td>
<td>• Identify the key characteristic of event in order to understand the business of the event management as a service industry.</td>
<td>1. Overview of the Events Business 1.1. Introduce the Meetings, Expositions, Events and Convention Industry</td>
<td>Lecture Group discussions</td>
<td>3 hours</td>
<td>Book 1, 3, 4, 5, 6, 7, 8</td>
<td>- Oral recitation  - Written exam  - Research assignment</td>
<td>- Recitation (40%)  - Exam (40%)  - Research (20%)</td>
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<tr>
<td>LL 1, 2, and 3 RCT 1, 2, and 3 CTC 1 PC 1, 2, and 3 CPP 1</td>
<td>1, 3, 4, 8, 9, 10, 11, 12, 13 and 14</td>
<td>A, B, and C</td>
<td>• Discuss the 6 A’s of Events Management.</td>
<td>2. Anatomy of and Event 2.1. The 6A’s to consider for an event</td>
<td>Lecture Group Dynamics</td>
<td>6 hours</td>
<td>Book 1, 6, 7, 8</td>
<td>- Oral and written exam  - Project: proposal for a theme of an event</td>
<td>- Oral and written exam (50%)  - Project (50%)</td>
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<td>LL 1, 2, and 4 RCT 1, 2, and 3 CTC 1 and 3 PC 1, 2 and 3 CPP 1 and 2</td>
<td>1, 3, 4, 5, 8, 9, 10, 11, 12, 13, and 14</td>
<td>A, B, C, and D</td>
<td>- Outline the facilities and services provided by the convention/event suppliers.</td>
<td>3. Convention/Event Suppliers 3.1. Convention and Exhibition Centers 3.2. Hotel and Residential Venues 3.3. Event Vendors 3.4. Service Contractors</td>
<td>Lecture Small and big group discussion Article review</td>
<td>9 hours</td>
<td>Book 2, 3, 6, 7, 8</td>
<td>- Periodic exam - Project - Presentation of a proposed event for “Chef’s on Parade/Them e Event”</td>
<td>- Exam (50%) - Project (50%)</td>
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<tr>
<td>LL 1, 2 and 3 RCT 1, 2, 3 and 4 CTC 1, 2, 3 and 4 PC 1, 2 and 3 CPP 1 and 2</td>
<td>P.O. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14</td>
<td>P.O. A, B, C, D and E</td>
<td>- Present the actual critical path plan/Gantt chart for a specific group for the upcoming AHRMS Expo/Exhibit and Convention.</td>
<td>4. Managing Events 4.1. Event Project Plan: event logistics and supplies/event team/financial management/ Marketing &amp; public relations for event/risk management and legalities.</td>
<td>Lectures Brainstorming Group Dynamics Preparation of the Event plan and blueprint</td>
<td>18 hours</td>
<td>Book 1-8</td>
<td>- Oral/written exam - Case study - Period Exam - Actual Presentation of the objectives and “Critical Path Plan/ Gantt Chart” for the assigned group work.</td>
<td>- Exam (20%) - Case study (20%) - Period Exam (20%) - Actual Presentation (40%)</td>
</tr>
<tr>
<td>LL 1, 2 and 3 RCT 1, 2, 3 and 4 CTC 1, 2, 3 and 4 PC 1, 2 and 3 CPP 1 and 2</td>
<td>P.O. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14</td>
<td>P.O. A, B, C, D and E</td>
<td>- Explain and exhibit the importance of quality service in the over-all evaluation of the event.</td>
<td>5. Managing the Quality of Convention/Events 5.1. Quality and the role of the following: client organization, PCO, venue, suppliers, and delegates. 5.2. Evaluation process</td>
<td>Lectures Pair and share Group study group</td>
<td>9 hours</td>
<td>Book 1-8</td>
<td>- Oral/written exam - Case study - Exhibit events management skills in the HRM Expo/Exhibit</td>
<td>- Exam (25%) - Case study (25%) - Exhibit (50%)</td>
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### Course Requirements:
- Actual Visit or Familiarization Tour to Hotels, Convention and Exhibition Centers
- Participation and attendance in the Planning, Organizing and Operations of Actual Exhibition/Events Management in the CEU premise (Theme: Hospitality/Culinary)
- Participation in the preparation and Attendance to the HRM Annual Convention

### References:

#### A. Books
- **B4** - Fenich, George G. 2009, Meetings, Expositions, Events and Conventions: An Introduction to the Industry, 2nd Edition
- **B8** - Salvador, G. 2009, Events Management: Envision, Execute, Evaluate

#### B. Other references:
- Annual Report on “Meetings and Conventions” prepared by Convention Incentive Travel Unit – Philippine Convention and Visitors Corporation (CIT-PCVC)
- Philippine Convention and Visitors Corporation (PCVC)’s Congress Organizers Manual

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**Prepared by:**

DR. RUTH J. REYES

**Date:**

**Approved by:**

DR. CECILIA C. UNCAD

**Dean**

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