



CAPILANO UNIVERSITY

COURSE Outline		
TERM: Spring 2021	COURSE NO: TOUR 373	
INSTRUCTOR:	COURSE TITLE: Convention Management and Service	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode and/or online format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework

CALENDAR DESCRIPTION

Meetings, Incentives, Conferences and Exhibitions (MICE) are a key part of hospitality operations and contribute significantly to global destinations. This course introduces students to a significant tourism sector and the role it plays in generating economic growth, social prosperity and environmental stewardship. The course also acknowledges Indigenous ways and values that can be incorporated into contemporary events and conventions. Students will examine several topics including market characteristics and segmentation, industry conditions, leading competitors, future trends and sustainability principals.

COURSE NOTE

None

REQUIRED TEXTS AND/OR RESOURCES

A reading package will be available to students with online and library resources.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. **Explain** the scope of the MICE industry and types of convention clients
2. **Compose** adaptive sales and targeting approaches that leverage catering, accommodation and technological provisions.

3. **Evaluate** the impacts of economic, social and technological trends on MICE strategies and operations
4. **Integrate** Indigenous knowledge and values with event management principals
5. **Relate** sustainable event practices to United Nations SDGs
6. **Assess** risk and **create** appropriate mitigation strategies

COURSE CONTENT

Week	Topic(s)	Required Readings/ Activities
Industry Introduction & Convention Operations		
1	Introduction to MICE “Meetings, Incentives, Conferences & Exhibitions”	
2	Segmentation, venue sales and revenue generation	
3	Operational excellence: Event catering, housing and Audiovisual services	Application Assignment I
4	Event solutions and proposals	Application Assignment II
Industry Scope & Partnerships		
5	Managing relationships: Stakeholders and suppliers	
6	Destination Management Organizations (DMO’s) and strategic partnerships	Case Study I
Shifting Paradigms & Leading Change		
7	MICE industry trends and event technologies	Application Assignment III
8	Beyond the buzzword: MICE and the Sustainable Development Goals “SDG’s”	Venue/Supplier Report
9	Indigenizing events and conventions: Incorporating indigenous knowledge and ways in event operations	
10	Hybrid/ online events and meetings	Case Study II
11	Risk, crisis and emergency preparedness	
12	Diversity and gender equality	
13	Student group presentations	Group Project
No Final Exam for TOUR 373		

EVALUATION PROFILE

Assessment	% of Final Grade
Class Participation	0-10%
Event Application Assignment/s*	10-40%
Case studies*	20-60%
Venue/Supplier Report/s*	20-35%
Group project*	20-45%

Total	100%
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*This may consist of several smaller assignments. No one individual component will be more than 35%

Participation

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Grading System explanation

Students must achieve a passing grade (at least 50%) on the combined individual portions of the course to pass the course.

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due on the due date listed unless otherwise noted in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final exams are to be written on the date and time scheduled.

Attendance

Students are expected to attend all classes and associated activities. In the event of an emergency/unforeseen circumstances the student must notify the instructor by email. See course syllabus for penalties associated with missed attendance.

<https://www.capilanou.ca/media/capilanouca/about-capu/governance/policies-amp-procedures/senate-policies-amp-procedures/S1990-01-Attendance.pdf>

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments, up to a maximum of 15% of the total mark for that assignment.

Students are encouraged to utilize the resources available via the Learning Commons located on the main floor of the Library Building (Writing Center, English Language Support, Math Learning Center)

<https://www.capilanou.ca/student-life/academic-support/learning-commons/>

Electronic Devices

Students may use electronic devices during class for note-taking only unless otherwise indicated by the instructor in the course syllabus or course eLearn site.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OPERATIONAL DETAILS

See Course Syllabus