

Common Course Outline for:

Hospitality Management (HSMA 2173) Business Management (BUSN 1158)
"Convention and Meeting Planning Management"

A. Course Description

1. Number of credits: 4
2. Lecture hours per week: 4
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None .

An overview of successful convention and meeting planning management including all services, execution, and follow-up. (Same as BUSN 1158.)

B. Date last reviewed: May, 2016

C. Outline of Major Content Areas

1. Types of meetings
2. Association groups
3. Corporate groups
4. Tradeshows and Expositions
5. Meeting Planning Process

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Understand the definition and scope of the meetings market.
2. Have an understanding of how group business is sought and booked.
3. Be able to identify the various employment positions involved in the sales catering and Convention service's areas of a hotel.
4. Know the planning phase if convention services.
5. Be able to work with groups to ensure guest satisfactions.
6. Understand site selection including location, entertainment, amenities, facilities, etc.
7. Distinguish between the meeting and association market and the different means of Booking and serving them.
8. Be able to identify the miscellaneous markets of sports, tour groups, seniors, arts, etc.

E. Methods for Assessing Student Learning

The instructor will choose from a combination of evaluation procedures including exams, quizzes, project-based learning, case studies, etc.

F. Special Information None