

**New Course Request**

**Indiana University**

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit  Graduate credit  Professional credit

1. School/Division Tourism, Conventions and Event Management 2. Academic Subject Code TCEM  
3. Course Number 571 (must be cleared with University Enrollment Services) 4. Instructor Amanda Cecil  
5. Course Title Strategic Meeting Management

Recommended Abbreviation (Optional) \_\_\_\_\_  
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): 4112 Spring 2011

7. Credit Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

8. Is this course to be graded S-F (only)? Yes \_\_\_\_\_ No

9. Is variable title approval being requested? Yes  No

10. Course description (not to exceed 50 words) for Bulletin publication: The graduate seminar is designed as an in-depth analysis of the fundamental elements in managing meetings, conferences, and conventions. Courses will evaluate contemporary issues facing professionals in strategic meeting management and will discuss unique perspectives and insights into critical areas in this field.

11. Lecture Contact Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from \_\_\_\_\_ to \_\_\_\_\_

13. Estimated enrollment: 10 of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: 2 year Will this course be required for majors? yes

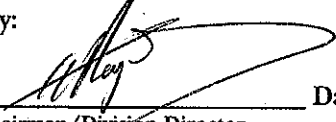
15. Justification for new course: part of the MS in Event Tourism curriculum

16. Are the necessary reading materials currently available in the appropriate library? yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:  Date 3/10/10  
Department Chairman/Division Director

Approved by:  Date 3/15/10  
Dean

\_\_\_\_\_  
Date \_\_\_\_\_  
Dean of Graduate School (when required)

\_\_\_\_\_  
Date \_\_\_\_\_  
Chancellor/Vice-President

\_\_\_\_\_  
Date \_\_\_\_\_  
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

# Strategic Meeting Management

**TCEM 571      Fall 2011**

*Undergraduate Course Prerequisite: TCEM 271*

Instructor: Amanda Cecil, PhD, CMP – TCEM  
Office: PE 258B Telephone: 278.8569  
Email: [akcecil@iupui.edu](mailto:akcecil@iupui.edu)

## **Course Description and Rationale**

This graduate seminar is designed to address contemporary issues facing business professionals in the meeting and event industry. The course will evaluate high-level strategies that address a coordinated approach to planning and evaluating meetings.

## **Educational Objectives**

- Acquire knowledge and demonstrate the ability to explain the importance of:
  - the event industry to the global economy
  - role of the event planner and strategic meeting manager
  - the different components of the meeting and event industry
  - the shift to the strategic meeting model for corporations and large organizations.
- Review and summarize the body of knowledge in field and use research to discuss business management theory and practice.
- Develop and critique ways to measure meeting effectiveness and return on investment for the meeting sponsor.
- Address changes in the global business environment that is effecting sponsoring or hosting meetings or events.

## **Proposed Schedule**

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Week #1	Syllabus overview and class introductions	
Week #2	Overview of the Event Tourism and Meeting Management	
Week #3	Event Management Body of Knowledge (EMBOK)	Journal Article Submission
Week #4	Trends and Forces Affecting Events/Meetings	Journal Article Submission
Week #5	Perspectives on Meetings/Events	Meeting Critique
Week #6	Planning Events Strategically	
Week #7	Financial and Risk Management	Research Paper
Week #8	Market Research	
Week #9	Evaluation and Impact Assessment	
Week #10	Managing Meetings Strategically	White Paper Review
Week #11	Key Partners in Implementing a SMM	
Week #12	SMM for Buyers and Suppliers	
Week #13-16	Presentations and Final Exam	Final Project

## Course Content

**Journal Article Critique** - Students must identify and critique two journal articles about event tourism or meeting management.

**White Paper Review** – Students must read and critically evaluate one of the National Business Travel Association’s white paper series on Strategic Meeting Management.

**Research paper** – Students may choose a meeting management topic of interest to them and write an 8-10 page paper (excluding title page and references) on the topic. Students will be required to complete a literature review of the topic and make suggestions for future research in this area. APA citation format must be used and grammar, spelling, and formatting will count for 25% of the research paper grade. Students should have research paper topics approved in writing by the professor no later than the fourth week of class.

Journals to Consider:

*Tourism Management*

*Journal of Convention and Event Tourism*

*Journal of Travel Research*

*Tourism Management*

*Event Management*

*Journal of Business Research*

*Journal of Sustainable Tourism*

*Tourism and Hospitality Planning and Development*

*International Journal of Tourism Research*

**Meeting Critique** – Students must choose an actual meeting, convention, or exhibition that he/she can attend during the course dates and write a thorough critique of the event using the best practices and principles discussed in this course. A meeting critique is expected to be 8-10 pages long and well organized. It is expected that students will discuss best practices and how the meeting did or did not achieve the best practices. Recommendations for improvement should be supported by references from readings from class or student’s independent research. APA citation format must be used. Grammar, spelling, and formatting will count for 25% of the meeting critique grade. The meeting critique should include photos of the event that illustrate the issues addressed in the critique (good or bad). Pictures are not included in the page length.

**Final Project** - The project must meet two principle criteria: (1) the project must focus on a current issue in strategic meetings management and (2) the project must result in a “deliverable” – that is, it must have a potential practical “life” outside of the classroom.

Suggested projects for consideration are:

- Develop a two hour workshop on a topic of interest to meeting professionals (other than meeting planning basics), taking into consideration adult learning principles;
- Write a business or marketing plan for a corporate meeting business venture
- Create meetings-related documents, forms, procedures for an independent meetings industry business venture;
- Design a pre and post evaluation program for a conference which measures the event’s ROI;
- Develop a full and complete crisis and risk management plan for a conference;

- Develop a plan to re-position the event as a green conference with a goal of zero-waste and reducing the event's carbon footprint.

You may propose considerably other projects, but they must still meet the two criteria.

**Weekly Assignments** – Case study, discussion questions, and group activities will be assigned weekly. These assignments will ensure students are reading the required material for each course and can apply the concepts.

### **Required and Recommended Texts**

*REQUIRED: Event Management & Event Tourism {2<sup>nd</sup> Edition}*

Author: Donald Getz

*RECOMMENDED: Professional Meeting Management (5<sup>th</sup> Edition)*

Editor: Glen Ramsborg, PhD

### **Evaluation and Grading**

This course requires completion of five core elements:

- (1) Journal and White Papers Reviews – 75 points total (25 points each)
- (2) Research Paper – 50 points
- (3) Meeting Critique – 50 points
- (4) Project – 75 points
- (5) Final Exam – 50 points
- (6) Weekly discussions and case studies – 25 points

### ***Grading Scale***

- |   |                           |
|---|---------------------------|
| A | 92 -100 % of total points |
| B | 82 – 91 % of total points |
| C | 72 – 81 % of total points |
| D | 65 -71 % of total points  |
| F | 0 – 64 % of total points  |

### **Bibliography**

EMBOK Project– Event Management Body of Knowledge – <http://www.juliasilvers.com/embok.htm>

Subscribe (free) to either of the two industry discussion boards: [www.meetingcommunity.com](http://www.meetingcommunity.com) or MiForum at [www.mimegasite.com](http://www.mimegasite.com)

National Business Travel Association - White Papers on Strategic Meeting Management  
[www.nbta.org](http://www.nbta.org)

ROI Institute

<http://www.roiinstitute.net/>

The Case for Meetings and Events: Four Elements of Strategic Value

[http://www.mpiweb.org/CMS/uploadedFiles/Education\\_and\\_Events/Webinar\\_Series/TheCaseforMeetings.pdf](http://www.mpiweb.org/CMS/uploadedFiles/Education_and_Events/Webinar_Series/TheCaseforMeetings.pdf)

*In addition a variety of articles and handouts may be supplied or referred to throughout the semester (see Oncourse Resources for postings)*

## **Cheating and Plagiarism**

IUPUI has established general guidelines concerning student academic conduct. These guidelines respect the right of every student to fully exercise their freedom to learn without interference. The university has established parameters of academic misconduct, which include, but are not limited to the following: cheating, fabrication, plagiarism, interference, violation of course rules, and facilitating academic dishonesty. Failure to adhere to these policies may be grounds for receiving a failing grade for the ENTIRE course as well as being subjected to further disciplinary action. Please refer to pages 28-29 in the IUPUI Code of Student Rights, Responsibilities, and Conduct for further clarification. This is the link for the updated online version of the student code of conduct. <http://dsa.indiana.edu/Code/index.html>

The following list of forms of academic misconduct will not be tolerated in any way in this class:

1. **Cheating**: Use of an authorized "aid" while taking a test, having another person take an exam or quiz in the place of a student, stealing an examination, using group work as an individual student's work, unauthorized use of assistance from a lab or computer technician.
2. **Fabrication**: Falsifying data in laboratory results, inventing information for a report, falsifying citations to sources of information.
3. **Facilitating Academic Dishonesty**: Aiding another student in committing academic misconduct.
4. **Interference**: Stealing, changing, destroying, or impeding another student's work. Impeding includes stealing, defacing, or mutilating resources to deprive someone the use of resources.
5. **Plagiarism**: Using the ideas, words, or statements of another person without giving credit to that person. A student shall give credit to the works of others if the student uses another person's words, ideas, opinions, or theories or borrows facts, statistics, or other illustrative material unless the information is common knowledge.
6. **Violation of Course Rules**: A student shall follow course rules in the course syllabus when those rules are related to the course content or to the enhancement of the learning process in the course.

## **Americans with Disabilities Act**

If you need any special accommodations due to a disability, please contact Adaptive Educational Services at (317)-274-3241. The office is located in CA 001E.