

HTMT 360 | MGMT 342
PROJECT MANAGEMENT
Spring 2021
Location: Online/Zoom

(This syllabus is subject to change; please check the most recent version in OAKS)

Instructor:

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Office hours:

MW 9:00-10:00 & 11:00 to 12:00, Thursday 1:00 to 3:00 (by appointment please)
*On campus & available M-F by *appointment* (Always call, email, or text 1st!)

Course prerequisites:

HTMT 210; Junior standing; *recommend* HTMT 352
Service Operations Management &/or HTMT362 Event
Management as a precursor

Course Access:

To Join the Project Management Class:

<https://cofc.zoom.us/j/98689254843>

Meeting ID: 986 8925 4843

One tap mobile

+13017158592,,98689254843# US (Germantown)

+13126266799,,98689254843# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 986 8925 4843

Find your local number: <https://cofc.zoom.us/j/98689254843>

Course Description:

This course will explore in-depth planning and project management processes as applied to the hospitality industry and, specifically, events. Focus will be on understanding the methodologies, best practices, and application of project management in the field of hospitality and in the planning, production and execution of special events, festivals and other tourism-based events, meetings or conferences. The core standards as espoused in the PMBOK will be analyzed and applied directly to the hospitality industry and the practice of event management.

Specifically, we will review how the discipline of PM should be applied in event and venue management as well as various other areas within the field of hospitality and tourism management. This course will review principles, standards, and best practices of PM. Students

will learn and use formulas, calculations, theories and definitions in practical application, discussion, and preparation for the CAPM certification exam. A hands-on application of Project Management for Events will be undertaken via the planning & execution of various events throughout the semester. All course work and discussion will be framed by the application of PM in event and venue management.

SB Learning Goals:

COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.

GLOBAL AND CIVIC RESPONSIBILITY: Students will be able to identify, and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

SYNTHESIS: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Learning Objectives:

1. Understand how project management is effective in the field of event planning/management as well as useful in other hospitality and tourism applications.
2. Learn about the individual processes, process groups and knowledge areas used in project management.
3. Apply the inputs, tools and techniques, and outputs of project management processes to the field of event planning.
4. Understand the ethical, social and legal issues related to the discipline of project management and how they apply specifically in event management, including a thorough review of the Project Management Code of Ethics and Professional Conduct
5. Improve scoping, planning and project management skills through individual assignments centered on utilizing the tools and techniques of PM in an event management situation.
6. Introduce students to new and innovative project management tools and techniques and their applications to event management and potentially to the hospitality and tourism industry.
7. Provide a challenging course for upper-division hospitality and tourism majors that will also benefit other business-related majors.

The students will develop effective **communication skills** through writing assignments, in class discussions and concept presentations; students will hone **quantitative fluency** skills as they plan, compare and analyze an event in parallel to an actual event production at the North Charleston Coliseum; discussing the Project Management Code of Ethics and Professional Conduct and its applicability in the field of business will enhance the students' sense of **civic responsibility** and discussion of project management and event management application, both ethically and culturally, around the world and across multiple industries will help the students learn and understand **global responsibility**; the tools, techniques, practices and principles of project management as well as the hands on class work, challenging homework assignments and semester project will show students **intellectual innovation and creativity**; finally, via in-depth analysis of the integration of 10 distinct knowledge areas and 5 process groups which encompass

47 individual processes, students will learn the concept of **synthesis** within both functional or projectized organizations.

Learning methods: The first goal of this course is to **conceptually** familiarize the students with the Project Management Body of Knowledge and to provide a basic understanding of how these practices and principles can be applied first to event management; and also to other business and tourism industry-related work. The second goal is to give the students **hands-on experience** in utilizing Project Management tools and techniques via the use of standard templates and student-produced Organization Process Assets. Students will have the opportunity to review actual event management documentation to assess their own knowledge and to cross-analyze their own efforts using real project details. Students will be expected to be active participants in their learning. The course will encompass lectures and instructor-led work exercises focused on applying the concepts and principles discussed in class. The students will have the responsibility to learn how to use OAKS and other software such as Microsoft Project, time permitting. There will be two online tests, four homework assignments, fifteen in class assignments/quizzes that will complement a semester-long event planning project. **This course focuses a lot on challenging and constructive discussion, class work and homework.**

Recommended Text (Required):

Project Management Institute (2013). A Guide to the Project Management Body of Knowledge (PMBOK® Guide)—Sixth Edition.

***Membership to PMI for Students is \$32 + \$10 Application Fee – Provides 1 year membership, e-copy of PMBOK 6th Edition and additional resources/templates to be used in class – hard copy available to PMI members for \$49.50 if desired – e-copy would suffice for classroom needs but buying a hardcopy is advisable**

\$35 120-Day Membership to [PM Final](#) - Required for Course Examination

Academic Integrity: The College of Charleston's Honor Code is in effect in this course. If you are unclear about what constitutes cheating, please see the Instructor.

College of Charleston Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be

placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration - working together without permission - is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others' exams, fabricating data, and giving unauthorized assistance. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the *Student Handbook* at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>

Disability Students: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services /SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before accommodation is needed.

Center for Student Learning: *I encourage you to utilize the Center for Student Learning's (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at <http://csl.cofc.edu> or call (843)953-5635.*

Grading Scale & Assignments:

	# of Units	Score	Total
Quizzes/In Class Assignments*	14	10 - 30	200
Homework Assignments	5	20	100
Mid Term and Final Exams	2	60, 140	200
Cvent Event Design Project	1	50	50
Attendance/Participation		50, 50	100
Total			700

**No make-up work will be accepted for missed quizzes or in class assignments.*

Attendance and Participation: We are all learners and we can learn a great deal from each other if we are actively participating. As the instructor, I am merely facilitating your learning. Thus, you are expected to contribute. The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class. Active participation (i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution) will result in a positive participation grade. The professor will track every student's class participation (e.g. asking a question, answering a question or

expressing an opinion in the class). *10% of your overall grade will be based on class participation (*according to the professor's discretion).

Lack of preparation or consistent poor attendance, which results in lack of participation, will ultimately result in a poor participation grade. Class attendance will be a key determinate in your ability to earn a passing grade. In class assignments and quizzes will not be announced in advance and no opportunities to make-up missed assignments will be provided. If you provide sufficient advance notice and an acceptable reason (not an excuse) for missing a class, I will work with you – but you will not be able to obtain full credit for any missed work. Regardless, students are expected to come to class prepared to discuss the subject matter and materials listed in the syllabus and provided on OAKS or in class.

In addition:

Anyone missing more than 3 class periods *may be* deemed ineligible for a grade of “A.”

Anyone missing more than 5 class periods *may be* deemed ineligible for a grade of “B” or better.”

Anyone missing more than 7 class periods *may be* deemed ineligible for a grade of “C” or better.”

Anyone missing more than 9 class periods *may be* deemed ineligible for a grade of “D” or better.”

Attendance can only be excused with a documented medical or other serious and legitimate excuse.

LETTER GRADE	
>93	A
90-92.99	A-
86-89.99	B+
83-85.99	B
80-82.99	B-
76-79.99	C+
73-75.99	C
70-72.99	C-
66-69.99	D+
63-65.99	D
60-62.99	D-
<60	60

Quizzes and In-Class Assignments: During the semester we will be exploring numerous topics, knowledge areas and processes. You will be periodically tested using the [PM Final](#) site, both in class and as take-home quizzes. Quizzes will not be announced in advance and no make-up opportunities will be available unless arranged prior to the absence. All quizzes and exams are to be completed individually, no group work is allowed for this work...ever.

Semester project: All students will utilize Cvent Event Management ‘Trial Edition’ software to build, develop and present their own event concept. Concepts may be virtual or in person, all aspects of the webpage and registration page should be fully developed and functional within the trial version environment.

Everyone will be required to make and record an oral/visual presentation of their final output to the class. You will be required to discuss your concept, review your marketing plan, demo your website and registration; and be able to defend/clarify specific aspects of your website and plan. Details will be discussed at as the semester commences.

Exams: If you miss a progress test without a valid excuse, you will receive zero credit for the test. With a valid excuse (Instructor's discretion) you will be provided with an opportunity to make up the lost points (actual make-up assignment will be determined when this becomes an issue – I would encourage you not to miss the test, the make-up will be much more difficult). If a second test is missed you will receive zero credit for both tests. Exams will be offered online via [PM Final](#) so there are very few good reasons to miss these due dates. These exams will mimic the CAPM exam and will test student's knowledge of the Project Management discipline, practices and principles. All quizzes and exams are to be completed individually, no group work is allowed for this work...ever.

Special Exam Offer - my hope with this course is to qualify you to sit for either the PMI CAPM credential and/or the Cvent Event Management credential. To that end, I want to incentivize your efforts/possible interest. So I've created the following tiered caveats to exam grading:

- CofC HTMT will sponsor the credentialing exam cost for any students wishing to take the exam. The Cvent credentialing exam is currently free...but not for much longer!
- A verified attempt to take the CAPM exam will result in a 50-point bonus to your course exam grade (*if unsuccessful*)
- A verified, successful attempt to take the CAPM exam will result in a 100% for your *entire (Midterm and Final) Exam grade* and/or will exempt you from taking the final exam (*if taken prior to our final exam*) and will ensure a grade of 'B+' or better in the course
- A verified attempt to take the Cvent Event Management credential exam will result in a 50-point bonus to your course exam grade (*if unsuccessful*)
- A verified, successful attempt to take the Cvent Event Management credentialing exam will result in a 100% for your *Final Exam grade only* and/or will exempt you from taking the final exam (*if taken prior to our final exam*) and will ensure a grade of 'B' or better in the course
- An effort to take BOTH credentialing exams will ensure an 'B' for this course.
- A successful effort on BOTH credentialing exams will ensure an 'A' for this course.

Homework: During the semester we will be exploring numerous topics through the use of hands-on exercises, event volunteerism, and homework assignments. *These may be adjusted during the semester.* Please check your OAKS under Assignments or Content for most recent due dates and versions. **Your assignments must be uploaded to OAKS or emailed at or before the due time. Late submissions will carry a 50% penalty** All homework is to be completed individually (unless otherwise specified), no group work is allowed for this work.

Schedule: updated schedule can be viewed in Syllabus in OAKS.

Presentations: PowerPoint slides used in class and handouts will be available under Notes in OAKS.

Computer Hardware/Attendance/Participation: The use of an **internet-capable device** is **absolutely required for this course**. A **laptop or desktop is highly recommended** but a tablet or smartphone *may suffice*.

**Please keep in mind that recurring technology issues will only be accommodated to a certain extent. A recurring inability to access content will not be a valid excuse unless it's a problem experienced by the majority; you are expected to address the issue and resolve the situation appropriately. Several public computers are available in Beatty and across campus as a contingency plan, albeit not an ideal one.*

If you don't have one already, I highly recommend starting a Google Drive account (cloud storage) which is available for free via your CofC email address. Drive will allow you to easily collaborate with fellow students on shared work assignments and/or projects.

Net Etiquette Expectations:

You are expected to follow professional synchronous net-etiquette:

- Have relevant materials ready prior to the scheduled Zoom meeting date/time.
- Join the Zoom meeting on time (or even better if a minute or two early) *when possible*
- Be presentable (no PJs!).
- Video ON and try to stay in one spot during the Zoom meeting (send comment to professor if you need to be excused and turn video off while gone).
- If using a virtual background, ensure that it is professional and not distracting.
- Unless presenting, stay muted until you have the need to interact. Use Zoom "hand up" tool to prompt host that you would like to participate.
- Find the quietest spot for Zoom meeting possible. *Uncontrollable circumstances are understood.*
- Be polite and wait until host recognizes you before engaging (i.e. professor, guest lecturer, or fellow student)

**** Subject to Change******Please Check OAKS for the Most Recent Version**

Session	Content	Assignment
Week 1	Syllabus & Course Review Introductions & Team Building Exercise What is Project Management?	In Class Assignment 1: Join PMI, Sign up to PMFinal, Read CAPM Handbook & Take Personality Test
Week 1	What is Project Management? The Project Manager (aka Event Planner) & the Organization	Preliminary Assessment Quiz Due
Week 1	Project Management Processes *Preliminary Course Review Quiz*	HW 1 Framework Assignment Review Quiz 1: Framework
Week 2	Initiating Process Group	HW 1 Framework: Due Today HW 2: Reading 1 Assignment Review Quiz 2: Ethics & Professional Conduct Semester Project: Review & Discuss
Week 3	Planning Process Group – Integration & Scope	Quiz 3: Integration & Quiz 4: Scope Event Registration Confirmation Due (Project)
Week 4	Planning Process Group - Schedule	HW 2: Reading 1 Due Quiz 5: Schedule & HW3: CPM Assignment Review
Week 5	Planning Process Group - Cost	Review for Mid Term Quiz 6: Cost
Week 6	Planning Process Group	Mid Term Exam via PM Final Semester Project: Review & Discuss
Week 7	Planning Process Group - Quality	HW 3: CPM Assignment Due HW4: Reading Assignment 2 Review
Week 8	Planning Process Group – Resource, Communications & Stakeholder	Quiz 7: Quality Semester Project: Review & Discuss
Week 9	Planning Process Group – Risk & Procurement	Quiz 8: Resource & Quiz 9: Communications
Week 10	Executing Process Groups	Quiz 10: Stakeholder HW4: Reading Assignment 2 Due
Week 12	Executing Process Groups	Quiz 11: Procurement HW5: Reading Assignment 3 Review
Week 13	Closing Process Group	Quiz 12: Risk *Bonus* Practice Quiz Opportunity Project Presentations – In Class
Week 14	Closing Process Group	HW 5: Reading 3 Due Project Presentations – In Class
Wed., April 21 st	Closing Process Group	*Last Day of Class*
Wed., April 28 th	Final Exam Open; Exam Available on PM Final	*Final Exam*