101096 Meeting and Event Management

# 2015 Madison College International Learning Outcomes

**X** = Linked. Skill is introduced, reinforced, or practiced.

**A** = Assessed. Skill is demonstrated and evidence is collected (through a work product such as an exam, paper, or presentation).

|  | **First** | | | | | | **Second** | | | | | **Third** | | | | | | **Fourth** | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **External Standards** | **10101106 Accounting Concepts** | **10103133 Excel-Beginning** | [**10109102 Fundamentals of Meeting Management**](https://madisoncollege.wids.org/PublicDocuments.axd?DocumentID=062ecbb2-04c4-4067-bca5-94e4d6d410fc) | **10109111 Registration and Housing Logistics** | **10809195 Economics** | **10804123 Math with Business Applications** | **10104114 Social Media Principles** | **10109104 Meeting Design** | **10109108 Meetings Industry Budget and Financial Manag** | **10109110 Meeting Coordination** | **10104102 Marketing Principles** | **10109109 Special Event Management** | **10109112 Exposition Management** | **10109116 Fundamentals of Green Meetings** | [**10109119 Event Professional Best Practices**](https://madisoncollege.wids.org/PublicDocuments.axd?DocumentID=70372e96-52d7-4b0c-b57c-ef541ad58107) | **10809172 Introduction to Diversity Studies** | **10809195 Economics** | **10109113 Risk Management, Negotiations,** | **10109114 Meeting and Event Management In** | **10109117 Partnership Development** | **10809197 Contemporary American Society** | **10809199 Psychology of Human Relations** |
| Cultural Awareness - Demonstrate awareness of and sensitivity to other cultures’ norms, practices, and actions while at the same time recognizing, acknowledging, and appreciating individual difference. |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **A** |  |  |  |  |  |  |  |
| Intercultural Communications - Communicate effectively and respectfully with diverse peoples in intercultural teams and work groups. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| World Languages - Speak and write in another language while recognizing and respecting the importance of language diversity (all languages) in global communication. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| International Travel - Exhibit preparedness/readiness for international travel including the abilities to assess and respond to health and safety risks and the ability to adapt to unpredictable situations. |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **A** |  |  |  |  |  |  |  |
| Global Citizenship - Recognize self as a part of global culture by demonstrating awareness of the interdependence of global systems; by understanding how the U.S. may be perceived world-wide; by solving problems with multiple perspectives and variables; and by making globally responsible decisions. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Global Work Skills - Apply global perspectives to the work place through the use of appropriate technology for international communication, the ability to collaborate with diverse co-workers, the ability to adapt to variances between cultures in occupational processes, procedures and practices, and through recognizing the impact of the global economy on various occupations and professions. |  |  | **A** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |



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10109102 Fundamentals of Meeting Management

# Outline of Instruction

### Course Information

|  |  |  |
| --- | --- | --- |
|  | Description | Students explore the core issues of meeting planning from the fundamentals to the new trends shaping the meetings industry. Development of meeting timelines, checklists and request for proposal are introduced. Further focus includes the process meeting planners must use in site selections, the value of meeting objectives and format, and attendee expectations. |
|  | Total Credits | 3.00 |

### Course Competencies

|  |  |
| --- | --- |
| 1. | Analyze careers in the meeting planning industry, both US and international |
|  | Assessment Strategies |
|  | Test |
|  | Job Research Paper |
|  | Criteria |
|  | Criteria - Performance will be satisfactory when: |
|  | Identify a minimum of 3 career options in the meetings industry (2 US-based and 1 international) |
|  | Paper includes sources of job postings |
|  | Paper includes a clearly stated job title, company and location |
|  | Paper includes a brief and complete overview of position |
|  | Paper includes a description of what you found interesting about the position |
|  | Paper is 350-500 words with no spelling or grammatical errors |
|  | Paper uses 11 or 12 point font |
|  | Apply global perspectives to the work place (ILO GLOBAL WORK SKILLS 2015) |
| 2. | Explore meeting planning tools |
|  | Assessment Strategies |
|  | Exam |
|  | Meeting checklist |
|  | Criteria |
|  | Criteria - Performance will be satisfactory when: |
|  | Examine elements of needs analysis for meeting |
|  | Develop a meeting checklist |
|  | Checklist includes the meeting budget |
|  | Checklist includes the meeting objective |
|  | Checklist includes the meeting program agenda |
|  | Checklist includes the meeting space requirements |
|  | checklist includes the meeting food and beverage requirements |
|  | checklist includes the meeting audiovisual requirements |
|  | checklist includes the meeting exhibition requirements |

Careers - Research Paper Assignment

|  |  |
| --- | --- |
| Environment | Online |

Evaluator Instructor

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Analyze careers in the meeting planning industry, both US and international |

Rating Scale

|  |  |
| --- | --- |
| Value | Description |
| 2 | Meets Standard |
| 1 | Partially Meets Standard |
| 0 | Does Not Meet Standard |

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Analyze careers in the meeting planning industry, both US and international** |  |
| 2. | Identify a minimum of 3 career options in the meetings industry (2 US-based and 1 international) | 2 1 0 |
| 3. | Paper includes sources of job postings | 2 1 0 |
| 4. | Paper includes a clearly stated job title, company and location | 2 1 0 |
| 5. | Paper includes a brief and complete overview of position | 2 1 0 |
| 6. | Paper includes a description of what you found interesting about the position | 2 1 0 |
| 7. | Paper is 350-500 words with no spelling or grammatical errors | 2 1 0 |
| 8. | Paper uses 11 or 12 point font | 2 1 0 |
| 9. | Apply global perspectives to the work place (ILO GLOBAL WORK SKILLS 2015) | Met Not Met |

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10109119 Event Professional Best Practices

Global Studies Paper

|  |  |
| --- | --- |
| Environment | Online |

Evaluator(s)

Instructor

Peer

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Explore doing business in a global environment |

Rating Scale

|  |  |
| --- | --- |
| Value | Description |
| 3 | Complete |
| 1-2 | Partially Complete |
| 0-1 | Incomplete |

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Explore doing business in a global environment** |  |
| 2. | Paper includes name of countries/overview of origins/compare and contrast | 3 1-2 0-1 |
| 3. | Paper includes values and attitudes of country from business perspective | 3 1-2 0-1 |
| 4. | Paper includes cultural style of country and typical communication style | 3 1-2 0-1 |
| 5. | Paper includes meeting etiquette, socializing, gift giving attitudes | 3 1-2 0-1 |
| 6. | Paper references appropriately cited, is 600-900 words, 12 point font, double spaced, 1 inch margins | 3 1-2 0-1 |
| 7. | Demonstrate awareness of and sensitivity to other cultures' norms, practices, and actions while at the same time recognizing, acknowledging, and appreciating individual difference. (ILO CULTURAL AWARENESS 2015) | Met Not Met |
| 8. | Exhibit preparedness/readiness for international travel including the abilities to assess and respond to health and safety risks and the ability to adapt to unpredictable situations. (ILO INTERNATIONAL TRAVEL 2015) | Met Not Met |