

**University of Central Florida**  
**Rosen College of Hospitality Management**  
**Summer B: 2016 HFT 4796 International Events (Study Abroad)**

**Course Title:** HFT 4796/Sec. BP61 – International Events, 3 credit hours  
**Instructor:** Premila A. Whitney **Office Number:** 246  
**Class times:** M/T/W/R: 1:00 p.m. – 2:50 p.m.  
**Class location:** Rosen College of Hospitality Management – **Room 213**  
**Office hours:** When traveling, whenever you need me  
While at Rosen: M/T/W/R: 12 noon – 1:00 p.m. each day  
**E-mail:** [Premila.Whitney@ucf.edu](mailto:Premila.Whitney@ucf.edu)  
**Every effort will be made to respond to emails within 48 hours.**  
**Phone:** Office: 407-903-8020 Alternate: 407-579-7500  
Every effort will be made to respond to phone calls within 24 hours.

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**Disclaimer:**

Every reasonable effort will be made to adhere to the guidelines set forth in this syllabus. However, should there be any unforeseen or unavoidable circumstances that deem it necessary to make revisions; such revisions will be made and communicated to the class in a timely manner. Please note the syllabus is subject to change.

**Catalog Description:**

Considerations when planning events that are held outside of the United States or that attract a large number of participants from outside the United States.

**Prerequisites:** HFT 1000 and HFT 2750 or C/I

**Goals and Objectives:**

At the conclusion of this course, the student will be able to:

1. Discuss challenges faced by planners when developing an international meeting/event.
2. Understand basic terminology, resources, products used for international events.
3. Identify basic components of planning (air, transportation, customs, venues etc.).

**Format:**

Classes will include lecture and discussion, review of reading assignments and current event issues, guest speaker presentations if appropriate, in-class activities (individual and team), participation in group dinners, tours and activities while abroad. Participation in the in-class activities will be an important contributor to the learning process.

**Textbook:**

Reading assignments are outlined in the syllabus. Additional readings might be required as well. Students will also use electronic resources to complete course assignments.

**Assignment Submission:** This is a face-to-face class and as such, all assignments will be due in person, in class, via hard copy supplied by the student.

## Grading Requirements

**All Assignments:** Grammar, punctuation, and spelling are all very important in this industry. As such, each assignment will be graded with these attributes reviewed. Unless otherwise stated, if there are more than (3) errors in any of these areas, 10% of total possible points will be lost. For any assignment, if you show proof of a writing center consult, no points will be lost.

### Activity Participation (225) Points

Students must attend a minimum of (3) fairs, festivals or special events in each city **in addition to group activities included in the program itinerary**. If you cannot find three fairs, festivals, or special events, you will be allowed to use **ONE** attraction from each city. For example: a famous church or museum. Students will write a ½ - 1 page summary on each (total of 9) and include observations based on items such as: **infrastructure, transportation, cultural issues, safety/security, currency/finance, communication, customs/documentation, & technology**. Observations will be discussed and submitted upon our return to UCF Rosen during the last week of class. **Point breakdown: 25 points/fair, festival, special event or attraction included**, not counting those included in the OIS itinerary. Disney counts, as that is a separate, optional offering.

### Reading Assignments: (100) Points

Choose and read (4) of the reading options listed on pages six and seven in the syllabus. Each one is worth 25 points which will also require discussion during class. Using the Article Write Up Form (located on page eight in syllabus and in Canvas/Files tab), you will summarize and write about each article, using a separate form for each. See course agenda for due dates.

### Final Exam: (100 points)

A final exam will be given as outlined in the course agenda. Expect questions to cover a broad range of topics from the lectures done on international events & fairs and festivals. The reason both topics are covered is because some of the information (i.e. currency exchange rates) cover both areas. Expect some multiple choice, T/F, short answer, and essay. The large, red scantron will be used and supplied by the student.

### Plan an International Event (75) Points

Think back to all of the events you observed and/or participated in while in London, Paris, & Barcelona. Now pretend you will be taking an incentive group from a large pharmaceutical company to any one of those cities to host an international event. The representatives of the pharma come from various parts of the United States and most have never been out of the country. Due date, detailed instructions, and grading rubric can be found in the Canvas/Assignments tab.

### Grading Scheme:

460 - 500 points	= A
410 - 459 points	= B
360 - 409 points	= C
310 - 359 points	= D
358 or fewer points	= F

***\* Please note that a 92 constitutes an A. I do not round, please do not ask. Additionally, I grade on a point system, rather than percentage. Plus/Minus is NOT used.***

## *Course Policies*

**Attendance:** Attendance for all classes, group activities, group meals, and group tours etcetera is mandatory, and will be considered when evaluating final point totals. Points will be deducted for missed F2F classes, or group activities missed. **A loss of (5) total points** from total points earned will be suffered for every unexcused absence.

**Tardiness:** Please respect your fellow classmates and instructor by arriving on time. I realize that traffic or other circumstances might sometimes prohibit you from doing this, but tardiness should not be habitual. If you are late and a quiz or attendance has already been given/taken, you will **not be permitted** to take the quiz and will be counted as absent unless prior notification of tardiness exists. In addition, if you are late more than once, **a loss of (5) total points** from your total points earned for each tardy **after the first**, unless a valid excuse is presented. Instructor determines the validity of the excuse.

**Communications: Primarily E-mail:** The primary method of contact will be email via Canvas (once class begins) and possibly some emails from my UCF account. Canvas is the preferred method of contact once classes start.

**Cell phones/pagers/beepers:** **During scheduled class times while at Rosen and abroad**, turn these items off! These items must be kept in your pocket, purse, backpack, briefcase or other satchel-type device. They may **not** be in your hands or on your desk space. In case of emergency, please notify instructor that you need to leave your device out and on vibrate. If needed, they may be answered outside of the classroom with prior permission only.

**Laptops or other computer aides:** For purposes of this class, the use of these items is ok. Should they become distracting to the instructor or other learners, they will no longer be permitted.

**Respect for others:** There will be absolutely no talking, passing notes, texting, Facebook/ing or other type of distracting behavior while the instructor, guest speaker, or fellow students are presenting or talking. Your opinion on class topics is valued and should be shared with everyone, not just your neighbor. Should you be caught engaging in distracting behavior, you will lose **10** points from your total points earned at the end of the term for **each** time you are reprimanded. The instructor takes this very seriously.

**Late Work:** Generally, late work will not be accepted. If the instructor agrees to accept late work, a minimum of 20% of possible points will be lost for each class day it is late.

**Typed Work:** Any & all assignments that are to be completed outside of class must be typed. If it is not typed, you will receive zero (0) credit. There will not be the opportunity to re-submit a handwritten assignment for partial credit once the zero has been earned. Travel journals and quick book journals may be hand written.

**Stapled Work:** Any assignment turned in that requires more than one page should be clipped or stapled. If it is not, it will not be accepted and receive **zero** credit.

**Cheating/Plagiarism:** Cheating, and/or plagiarism will not be tolerated. The instructor will follow University guidelines if a student is found to be doing either. If caught, you will be turned in, so please do your own work. If you have questions about subject matter, please see me after class & I'm happy to explain one-on-one.

**Hospitality and Courtesy/Professional Behavior:** We are representing the Rosen College and the University of Central Florida. We will conduct our business in a courteous, professional and hospitable fashion at all times. **Please review the OIS Study Abroad Personal Conduct/Behavior Policy. Violation of these policies may result in expulsion from this program/course.**

### **Dress/Attire:**

Please take note of the seasonal local weather history in London, Paris, & Rome and pack/dress accordingly. Avoid clothing with logos or other icons which might be offensive to other cultures, and which might identify you as 'a tourist'. In some places we are traveling, shorts are a fashion no-no, and bare shoulders or revealing clothing may prevent you entering some museums, churches or other establishments.

**In-class Activities:** There will be no make-up for in-class activities without an excused absence. These are subject to review and discussion during the class period when administered. All classes and activities/meals abroad are mandatory, and will be an important connection to course discussion and measurement, as well as opportunities to review issues/concerns.

**Golden Rule:** Students are encouraged to obtain and read the University’s publication, The Golden Rule. It is assumed by the instructor that the student is familiar with this document. This booklet will serve as the guide to the administrative aspects of the course.

**ADA:** Reasonable accommodation will be made upon request by the instructor.

**What constitutes an excused absence:** While in the United States, the following prevail:

1. Original doctor’s note excusing you from class that specific day.
2. You are on a university sanctioned event (i.e. you play football, cheer, debate team etc.) w/documentation
3. Jury duty, with original proof of summons
4. Other scheduled court date, with original proof of summons
5. Immediate family member bereavement (mom/stepmom, dad/stepdad, brother/sister, grandparent or your own child. Your boy/girlfriend’s family is not part of your immediate family and will not be excused).

**What constitutes an excused absence: While abroad:**

1. Visibly & physically sick. Sickness cannot have been caused from staying up too late or other “party type” behavior from the night before.
2. News from home that an immediate family member is sick or deceased. You will get (2) days to mentally prepare to stay on the trip or head back home. This is considered an extreme circumstance, so make ups/grades will have to be decided upon on a case-by-case basis.
3. Please note that: alarm not going off, being tired, or just not interested in that day’s activities are NOT considered an excused absence.

**Notes:** The summer Study Abroad 2014 classroom schedule is subject to change. Modifications might be made based on need, course progress, tour and activity opportunities, facilities, material review etc. Changes will be reviewed with all students and communicated in a timely fashion.

Please review the full travel itinerary/schedule listed in Canvas/Files tab carefully. As mentioned often, this schedule is also subject to change.

# International Events Course Agenda

\*This is the schedule while we are at UCF Rosen College. The itinerary for the time spent abroad has been uploaded into Canvas.

Day/Date	Topic of Discussion	Assignments Due
	<b>Discussion:</b> Readings Last minute “free time” bookings.	Reading Assignment #1
	<b>Lecture:</b> International Events	Reading Assignment #2
	Readings	Reading Assignment #3
	Readings	Reading Assignment #4
	<b>Discussion:</b> Recap of travels & Activity Participation	<b>Due:</b> Activity Participation Papers
	<b>Discussion:</b> Event papers	<b>Due:</b> Plan an International Event: Paper
	Final Exam	N/A

**Readings for HFT4796 - International Events**  
**Total of (4) due for this class**

**Choose (1) of the following**

1. The Travel Experience and Stress/PCMA

<http://www.pcma.org/Documents/travelstress.pdf>

2. Going Abroad/Planning Tips

<http://meetingsnet.com/microsites/mustseemeetingfiles/haves/7-tips-planning-first-international-meeting>

3. Destinations

<http://www.rejuvenatemeetings.com/2009/05/23/international-meetings/>

4. Resources

[http://www.iapco.org/what\\_is\\_an\\_iapco\\_pco.cfm?page\\_id=92](http://www.iapco.org/what_is_an_iapco_pco.cfm?page_id=92)

**Choose (1) of the following**

1. Venue Assessment

<http://meetingsnet.com/international/tips/must-ask-questions-global-venues-0606>

2. Going Global/PCMA

<http://www.pcma.org/Convene/Issue-Archives/September-2006/Going-Global.htm>

3. Global Issues

<http://www.successfulmeetings.com/Event-Planning/Conferences/Articles/Revisiting-International-Meetings/>

4. Sarbanes/Oxley/PCMA

<http://www.pcma.org/Documents/sarbanesoxley.pdf>

5. Tax Issues

<http://meetingsnet.com/budgetcurrencyvat/tax-laws-and-overseas-meetings>

6. VAT

<http://meetingsnet.com/associationmeetings/news/vat-changes-europe-1220>

**Choose (1) of the following**

1. Shipping Issues

<http://meetingsnet.com/shippinglogistics/shipping-across-borders-requires-experts>

2. Business Etiquette

<http://meetingsnet.com/microsites/mustseemeetingfiles/haves/international-business-etiquette-0505>

3. Programs/Communication

<http://meetingsnet.com/global-events/keys-global-meetings-success-local-knowledge-and-communication>

4. U.S. State/Safety

[http://travel.state.gov/travel/tips/safety/safety\\_1747.html](http://travel.state.gov/travel/tips/safety/safety_1747.html)

5. Staying Safe

[http://meetingsnet.com/international/logistics/meetings\\_staying\\_safe\\_2](http://meetingsnet.com/international/logistics/meetings_staying_safe_2)

## **Choose (1) of the following**

### 1. Legal Issues

[http://meetingsnet.com/international/legal/meetings\\_follow\\_legal\\_advice](http://meetingsnet.com/international/legal/meetings_follow_legal_advice)

### 2. Risk Management

<http://meetingsnet.com/contractscommunication/risk-management-international-meetings>

### 3. Communication/Cell Phones

<http://meetingsnet.com/global-meetings-resources/should-you-rent-cell-phone-overseas>

### 4. Communication/Mobile Apps

<http://meetingsnet.com/mobileapps/10-top-free-apps-international-travelers>

### 5. Culture

<http://pcma.org/Convene/Issue-Archives/September-2007/When-In-Rome.htm>

### 6. Exhibits

<http://www.exhibitoronline.com/exhibitormagazine/dec11/international-four-steps-to-foreign-exhibiting.asp#.UMe97xy584U>

### 7. CBP

[http://www.cbp.gov/linkhandler/cgov/travel/vacation/kbyg/kbyg\\_regulations.ctt/kbyg\\_regulations.pdf](http://www.cbp.gov/linkhandler/cgov/travel/vacation/kbyg/kbyg_regulations.ctt/kbyg_regulations.pdf)

## ARTICLE: Write Up Form

**Student Name:**

**Article Publication Date:**

**Author:**

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**Summary of Article. Please use additional space if needed!**

This section should be in paragraph format. Give names, dates and important info about the event as you understand it.

This area where I've given instructions should not appear on turned in work. Only parts in bold.

You may use more than one page if needed for this assignment. Can go to two, full pages if need be.

**What were some of the insightful points found in the article? Do you agree with the article statements? Why or why not? You may use more space if needed!**

- You may choose to do this area in a bullet point format
- This bulleted area where I've given instructions should not appear on turned in work. Only parts in bold.

**Please note: what you submit in writing for any article write up must look IDENTICAL to this form. This bolded "please note" reminder should also be deleted from what you submit.**