SPECIAL EVENT MANAGEMENT PROGRAM (H131)

PROGRAM NAME Special Event Management
COURSE CODE H131
SCHOOL School of Hospitality and Tourism Management
CENTRE Hospitality and Culinary Arts
LOCATION St. James Campus
DURATION 2 years (4 semesters)
FIELD EDUCATION Mandatory Externship
STARTING MONTH September, January, May
CREDENTIAL Ontario College Diploma
YEAR OF STUDY 2018-2019
METHOD OF STUDY FT
APPLY TO Ontario Colleges¹

TUITION
$4,306.00* †

ADDITIONAL COST
* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall 2017. Fees are subject to change for programs starting in fall 2018 and at later dates.
† ADDITIONAL COST

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textbooks (per semester)</td>
<td>$500</td>
</tr>
<tr>
<td>Field trips and industry site visits (per semester)</td>
<td>$50</td>
</tr>
</tbody>
</table>

International students: Visit the International Fees and Related Costs² page for more information.

Are you a dynamic person who loves events? Are you looking for an exciting career in a fast-paced industry where every day brings something new?

Our Special Event Management program will teach you event project management fundamentals through a variety of event types including hospitality events, weddings and other social events, fundraising events, meetings, conferences and trade shows. You will take part in event management opportunities each semester, culminating in a final capstone event and a 14-week externship placement. This experiential approach to learning and the course mix, including event-specific courses, business foundations and hospitality, will provide you with the skills to jump-start your career in event management.

PART TIME STUDY OPTIONS
George Brown also offers part-time tour guide and event and meeting management programs and a variety of evening courses in Hospitality and Tourism. See the Continuing Education Course Guide at coned.georgebrown.ca

FIELD EDUCATION OPTIONS
This program provides a final capstone event and a mandatory 14-week externship placement. George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed event management industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to more formal on-the-job work experience, George Brown College endeavours to provide learning opportunities with real-world challenges and clients. Find out more about field education³ at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES
The graduate has reliably demonstrated the ability to:

1. Develop and implement revenue initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.
2. Plan, design, and coordinate effective site and facility operations.
3. Select and use current and relevant principles of marketing to increase the likelihood of success of events.
4. Implement strategies for effective human resource management in the planning and operating of a variety of events.
5. Create, plan, and implement effective programming for events.
6. Select and use accounting and financial knowledge and skills to increase the successful operation of events.
7. Identify, select and use appropriate business administration skills in the operation of events.
8. Manage a variety of events using principles of professionalism and ethics in such a manner as to bring about success of the events.
9. Coordinate food and beverage services appropriate to the event.
10. Use principles of sustainability in the management of events.
### REQUIRED COURSES

#### SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>HOST1070</td>
<td>Introduction to Catering</td>
</tr>
<tr>
<td>HOST1137</td>
<td>Marketing for Special Events</td>
</tr>
<tr>
<td>HOST1033</td>
<td>Service Excellence</td>
</tr>
<tr>
<td>HOST1043</td>
<td>Special Event Planning and Delivery</td>
</tr>
<tr>
<td>HOST1145</td>
<td>Sanitation (online)</td>
</tr>
<tr>
<td>HOST1146</td>
<td>Emergency First Aid/Heartsaver CPR (weekend course)</td>
</tr>
<tr>
<td>HOST1068</td>
<td>Smart Serve (online)</td>
</tr>
<tr>
<td>MATH1102</td>
<td>Math for Hospitality**</td>
</tr>
<tr>
<td>COMM1007</td>
<td>College English**</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
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</tbody>
</table>

#### SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>HOST1097</td>
<td>Meetings, Conferences and Special Events</td>
</tr>
<tr>
<td>HOST1146</td>
<td>Leadership Communication and Group Dynamics</td>
</tr>
<tr>
<td>HOST1129</td>
<td>Selling Special Events</td>
</tr>
<tr>
<td>ACCT1037</td>
<td>Hospitality Accounting</td>
</tr>
<tr>
<td>LAW2014</td>
<td>Introduction to Hospitality Law</td>
</tr>
<tr>
<td>HOST1084</td>
<td>Introduction to Wines and Beverages for Special Events</td>
</tr>
<tr>
<td>HOST1126</td>
<td>Career Preparation</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
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#### SEMESTER 3

<table>
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<tr>
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<tbody>
<tr>
<td>HRM2012</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>HOST2066</td>
<td>Event Operations I</td>
</tr>
<tr>
<td>HOST2059</td>
<td>Management Accounting for Special Events</td>
</tr>
<tr>
<td>HOST1139</td>
<td>Technical Meeting and Event Production</td>
</tr>
<tr>
<td>HOST2077</td>
<td>Building Your Special Event Business</td>
</tr>
<tr>
<td>HOST2072</td>
<td>Volunteer Management</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
</tr>
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#### SEMESTER 4

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<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST2063</td>
<td>Events Operations II - Capstone Event Project</td>
</tr>
<tr>
<td>HOST2064</td>
<td>Industry Externship</td>
</tr>
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** Based on the results of your placement test, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills – ESL) before progressing to COMM 1007. You may also be required to take MATH 1000 (Math Foundations) before progressing to MATH 1102 (Mathematics for Hospitality). COMM 1003/CESL 1003 and MATH 1000 do not count as courses required for graduation and you will be charged for these extra courses. Please visit georgebrown.ca/assessment for more information.

### YOUR CAREER

You will have your pick of exciting and challenging roles such as:

- Event Planner
- Conference Planner
- Meeting Planner
- Catering Manager
- Incentive Travel Manager
- Festival Planner
- Social Event Planner
- Event Fundraiser
- Volunteer Coordinator

### FUTURE STUDY OPTIONS

Earn a diploma and a bachelor’s degree. Qualified graduates of our Special Event Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August continuing into the degree program in September. This educational path requires a minimum grade point average of 2.7 to qualify. Talk to a program co-ordinator about articulation options.

For further information, see georgebrown.ca/transferguide.

### ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

Applicants may also qualify for admission through completion of the Hospitality Services (Pre-Hospitality) program (H101) with an overall grade point average of 3.0. There are a limited number of seats available and admission is not guaranteed.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math. Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

### COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.
INTERNATIONAL STUDENTS

Visit the International Admissions\textsuperscript{7} page for more information.

“Going to George Brown College and being part of this program really taught me the ins and outs of planning an event. I couldn’t have succeeded without my wonderful professors, who were so great at teaching me the event planning business. This program – along with various event internships – has really shaped my planning career, and I couldn’t have chosen a better experience!”

\textbf{Nicole Escano} (Graduate 2010, Special Event Management)

HEALTH POLICY

Students should be aware that various allergens, including nuts, dairy and shellfish, are routinely used in practical labs. Students should also note that George Brown College is sensitive to religious observances; however, while products purchased for production and consumption meet all provincial and federal regulations, they may not meet specific dietary laws related to Halal and Kosher foods.

CONTACT US

\textbf{Paul Araujo}, Program Co-ordinator, Centre for Hospitality and Culinary Arts  
Email: paraujo@georgebrown.ca  
or  
\textbf{Doris Miculan-Bradley}, Program Co-ordinator, Centre for Hospitality and Culinary Arts  
Email: dorisbradley@georgebrown.ca  
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

Join us for an upcoming Discovery Day, where you will learn more about your area of interest, get a first-hand look at our facilities and meet with representatives from George Brown College.  
Sign up for our Open House Discovery Day.\textsuperscript{8}

LINKS REFERENCE

\textsuperscript{1}https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC\&programCode=H131\&lang=en  
\textsuperscript{2}http://www.georgebrown.ca/international/futurestudents/tuitionfees/  
\textsuperscript{3}http://www.georgebrown.ca/rex/  
\textsuperscript{4}http://www.georgebrown.ca/assessment/admi-pre/  
\textsuperscript{5}http://www.georgebrown.ca/upgrading-credits/english-diploma/  
\textsuperscript{6}http://www.georgebrown.ca/upgrading-credits/math-diploma/  
\textsuperscript{7}http://www.georgebrown.ca/international/futurestudents/applynow/  
\textsuperscript{8}http://www.georgebrown.ca/dd_chca_info/