
EDEM 1600: Introduction to Global Event Management

Fall 2026
3 credit hours

Instructor:	Yanyan Zheng, Ph.D.	Term:	Fall 2026
Office:	Chilton Hall 355D	Class Detail:	EDEM 1600 001
E-Mail:	yanyan.zheng@unt.edu	Class Mode:	Face to Face
Office Hours:	Wednesdays 1:00 pm – 2:00 pm	Class Meeting Days:	Mondays & Wednesdays
		Class Meeting Hours:	2:20 pm – 3:40 pm
		Class Location:	Chilton Hall 345

Welcome to UNT!

As members of the UNT community, we have all committed to an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

As part of our new degree offering in events management, this course represents an introductory examination of the role and responsibilities of the corporate meeting planner. Areas of study include determining event objectives and proper format, site selection, vendor negotiations, program design, speaker selection, budgeting, contracts, marketing, registration, on-site logistics, and evaluation. Professional meeting planning skills are essential to the well-rounded hospitality professional, so even if you don't seek to be an event planner, this course will be beneficial to anyone pursuing a career in hospitality.

Program Learning Outcomes

PLO 1: Students will plan career goals and appropriate strategies for succeeding in the event and experience industries.

PLO 2: Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.

PLO 3: Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.

PLO 4: Students will apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.

PLO 5: Students will demonstrate effective and efficient communication skills in all settings.

Course Objectives

Upon successful completion of this course, the students will be able to:

1. Plan career goals and appropriate strategies for succeeding in the event and experience industries.
2. Develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.
3. Integrate event and experience management business principles to lead in diverse, collaborative, and global environments.
4. Apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.
5. Demonstrate effective and efficient communication skills in all settings.

Readings and Materials

Required Textbook: None.

Class notes and reading materials will be distributed during class and may include articles, essays, or other information provided by guest speakers. Information from these materials may appear on examinations and quizzes.

Instructor Communications

- **Please send all instructor communications via the Canvas Inbox or UNT emails.** All communication between students and the instructor should be respectful and professional.
- Be sure to include **a clear subject/title for your message** to make it easier for both of us to track and reference.
- I typically check messages at least once per weekday. In exceptional cases, I may respond within 48 hours during weekdays.
- My office hours for this semester are listed on the first page of the course. However, I kindly request that you contact me in advance to schedule an appointment, so I can be prepared. To schedule, please send me a message through the Canvas Inbox.

Revisions

The instructor reserves the right to revise this syllabus, class schedule, and/or list of course requirements when she deems such revisions will benefit the achievement of course goals and objectives. All changes and notifications will be made through Canvas.

Basis for Final Grade

Grades breakdown:

Assessment	Percent of Final Grade
Exam I	150 pts (15%)
Exam II	150 pts (15%)
Exam III	150 pts (15%)
Quizzes	100 pts (10%)
Team Project	300 pts (30%)
Participation	50 pts (5%)
Attendance	100 pts (10%)
Total	<u>1000 pts (100%)</u>

Exams:

There are three exams in this course, which represent a total of 450 points or 45% of the grade. All exams need to be completed on the scheduled date (please refer to class schedule on page 6 for details).

Quizzes:

Quizzes represent 100 points or 10% of the grade. All quizzes are time-sensitive, and there are no make-up quizzes (please refer to class schedule for more details).

*Make-up exams/quizzes will be allowed **only** for serious reasons, i.e.:

- A. Illness (confirmed by physician)
- B. Schedule conflicts, official school excuse (and then only if the faculty member in charge of the course is notified prior to scheduled exam time).

All excused documents must be obtained from UNT Dean of Student. Located at UNT Student Union Suite 409 (940-565-2648; deanofstudents@unt.edu; <https://studentaffairs.unt.edu/dean-of-students/index.html>). **In order to approve your absence is excused, you have to provide the instructor the documentation from Dean of Student no later than one week after excused absence. The instructor will not accept any other documentation as prove of excused absence.** Failure to provide valid documentation within the time frame will deem it unexcused.

Team Project:

Term project represents 300 points or 30% of the grade.

- As a part of the course requirements, students will need to do a team project - RFP Project.
- Each group (about 3~4 students) will be required to prepare a comprehensive meeting solution based on a particular set of issues and requirements from an organization needing your help in putting together a professional meeting.

- All members of a team will receive the same score. Under extreme circumstances, Dr. Zheng retains the right to assign individual grade for fairness and consistency.
- More assignment instructions will be uploaded on Canvas and discussed during the class.

Participation:

Participation is worth 50 points or 5% of the total class grade.

In this class, students' participation is an important way to get engaged in learning and to develop critical thinking skills. Students are expected to actively participate in class activities on a regular basis. Your participation in activities such as discussions, case studies, role plays, minute paper, and other forms of activities (e.g., sharing your personal experience/opinions, introducing real-world examples/news) can count toward your participation grades.

Your participation grade will be assigned at Dr. Zheng's discretion toward the end of the semester. **Note that while participation presupposes attendance, attendance is not a sufficient requirement to ensure a good participation grade** (i.e., while a good attendance record does not guarantee a high participation grade, it will be used as a base line of your participation grade). You are evaluated based on not only the quantity, but also the quality of your in-class participation.

An "A" grade for participation should look like:

Active Participation:

- Actively and regularly engages in class discussion/activities/assignments – with understanding of the topic
- Brings questions to class based on readings or active thinking on topic

Application of the Topic

- Provides relevant examples to key topics
- Shows reading and understanding of the topic beyond the text

Mastery of the Reading

- Applies concepts from reading to examples/class discussions

Attendance:

Attendance is worth 100 points or 10% of the total class grade.

Attendance is mandatory! Class attendance is an integral component of this course. Students are expected to attend all classes in which they are enrolled, arrive on time, and remain for the entire duration of the class. Students are responsible for all information, announcements, changes in schedules, etc., which are covered during class periods.

Grading Scale:

Grade	Percentage
A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
F	59.99% or less

Course Specific Policies

Late Work Policy

There are no make-ups in this course. Assignments turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Assignments will not be accepted if overdue by more than seven days. In addition to the penalty, students must also contact the instructor directly before submitting the assignment.

Missed exams due to emergency, religious observance, or UNT-approved travel will be re-scheduled by the instructor only *after proper documentation* as to the nature of the emergency, observance, etc., has been provided by the student one week prior to missing class.

Writing Assignment Policy

All writing assignments should be typed (double space) in APA format and 12 point, Times New Roman font. You MUST meet the minimum length required for each assignment. Spelling, grammar and proper citation are to be presented at an undergraduate college level and will be graded accordingly.

Assignments/Project Commentary Policy

The instructor will retain all completed homework, exams, assignments, and projects. If you wish to see a graded homework, exam, assignment, or project, please contact the instructor during office hours. **Any objection to a grade must be made IN WRITING no later than 48 hours of the posted grade. Any objections made after this period WILL NOT be considered - NO EXCEPTIONS.**

Spring 26 EDEM 3600 001 Schedule*

	Date	Topic	Module & Assignments
Week 1	08/17	Course Introduction & Syllabus Overview	Module 1
	08/19		Entrance Quiz (Quiz 1) Online posting: "Who am I?"
Week 2	08/24	Event Objectives	Module 2
	08/26	Introduction to RFP Project	Quiz 2
Week 3	08/31	Event Finance	Module 3
	09/02		Quiz 3
Week 4	09/07	Labor Day (No Class)	Module 4
	09/09	Event Marketing	Quiz 4
Week 5	09/14	Exam I and Review	Module 5
	09/16		Exam I
Week 6	09/21	Event Venue & Room Block	Module 6
	09/23		Quiz 5
Week 7	09/28	Event Food & Beverage	Module 7
	09/30	Event Sponsorship	Quiz 6
Week 8	10/05	Event Law, Health, Safety, and Risk	Module 8
	10/07	Project Working Day	Quiz 7
Week 9	10/12	Event Sustainability	Module 9
	10/14	Project Working Day	Quiz 8
Week 10	10/19	Exam II and Review	Module 10
	10/21		Exam II
Week 11	10/26	International & Cultural Events	Module 11
	10/28	Ethical Considerations in Event Leadership	Quiz 9
Week 12	11/02	Event Industry Trends	Module 12
	11/04	Project Working Day	Quiz 10
Week 13	11/09	Project Presentation	Module 13
	11/11		
Week 14	11/16	Project Presentation	Module 14
	11/18		
Week 15	11/23 - 11/29	Thanksgiving	
Week 16	11/30	Course Review	Module 15
	12/02	Exam III – Final Exam	Exam III

***Note: All dates and times are subject to change by Dr. Zheng. Be informed and routinely check the Schedule for any changes or updates.**