



**Victoria University
of Bangladesh**

**Convention and visitor Bureau
Management**

**Course Profile
Fall 2016**

Level	Undergraduate
--------------	----------------------

Unit of Credit	Three(3)
-----------------------	-----------------

Duration:	36 Hours
------------------	-----------------

Course structure: Two lecture of 1.5 hours each per week

Kamrul Hasan Bhuiyan Lecturer Department of Tourism & Hospitality Management Cell:01925380089 E-mail:kamruldu2539@gmail.com
--

Text book:

Tourism Principles, practices, philosophies

By Goeldner, C. R., & Ritchie, J. R. B.

Teaching Philosophy

My teaching philosophy is to effectively facilitate creation of a positive multi-way learning environment, and application of classroom theory into real-world practice.

Course Objective:

Management and operation of conventions, meetings, trade shows and exhibitions is for both profit and non-profit organizations. Emphasizes program planning, budgeting, contracts, marketing, public relations, site and facility selection, exhibit planning and marketing, transportation, food and lodging arrangements, and career opportunities. A convention/meeting planning project will be required for successful completion of the course.

Lecture	Chapter	Topic cover
Lecture 01	Chapter 01	Introduction to convention and visitor bureau
Lecture 02	Chapter 02	Event management
Lecture 03	Chapter 02	Event management
Lecture 04	Chapter 03	Concept, Analysis and design of the event
Lecture 05	Chapter 03	Concept, Analysis and design of the event
Lecture 06	Chapter 03	Concept, Analysis and design of the event
Lecture 07	Chapter 04	Career opportunities
Lecture 08	Chapter 05	Passenger transportation
Lecture 09	Chapter 04	Sponsors
Lecture 10	Chapter 05	Venues
Lecture 11	Chapter 06	Exhibitions
Lecture 12		Case Study Based on Previous lecture
Mid Term Exam		
Lecture 13	Chapter 08	Food and beverage
Lecture 14	Chapter 09	Special event management
Lecture 15	Chapter 10	Destinations management companies
Lecture 16	Chapter 10	Destinations management companies
Lecture 17	Chapter 11	Service contractor
Lecture 18	Chapter 11	Service contractor
Lecture 19	Chapter 12	Planning
Lecture 20	Chapter 13	Legal issues
Lecture 21	Chapter 18	International issues
Lecture 22		presentation
Lecture 23		Case study analysis
Lecture 24	A review class for the final Exam	
Final Examination		

Assessment for student

Assessment for the course will be based on-

Worksheet(Class Test, Class Percentage, Class participation and assignment)	25%
Presentation and report	15%
Mid Term Exam	20%
Final Exam	40%

The following Grading and point system will be followed:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.5
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.5
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
Less than 40%	F	(Fail)	0.0

Note 1: If letter grade I (Incomplete) is awarded to any student in any course ,it will indicate that he/she has attended the course but did not appear in the semester final examination .Letter W indicate withdrawn from the course .

Note 2: Assignment should be 1500-2000 words should at first be sent in the email attachment later by binding process .Presentation should be completed before one week of the semester final examination.

Classroom Policies:

Attendance and participation in class discussion and activities are expected of all students enrolled in this class. Attendance will be taken regularly and at any moment during each class meeting. Students must be present and participating in class discussion and activities in order to obtain credits. If an emergency arises forcing you to be absent from a class period or an activity, it is your responsibility to contact the instructor (in advance if possible) so that an alternative plan can be developed.