



College of Business, Innovation & Technology

BU 314 Event Management

Brogan 102, MWF 1:30–2:20pm] | Credits: 3 | Section: 1 | Term: Fall 2026

Instructor Information

Instructor	Dr. Wendy Lam (aka Wonderful Wendy 😊)
Email	wendy.lam@chaminade.edu
Phone	(808) 739-4606
Office Location	Kieffer Hall, Room 20
Office Hours	MWF 12:30- 1:30pm

Communication

Canvas Inbox or Email wendy.lam@chaminade.edu, 24–48 hours (M–F).

School & Department

School	College of Business, Innovation & Technology
Location	Kieffer Hall
Phone	(808) 739-8369
Questions?	Contact your instructor or the College of Business, Innovation & Technology

Course Description & Materials

Catalog Description

This course is designed to prepare students for every aspect of planning, organizing and executing major events with an emphasis upon events in Hawaii (sporting, academic, civic).

Requisites:

Complete the following: COM-200, BU-201, and CIS-103 – Must be completed prior to taking this course.
Complete EN-102 and COM-101; - Must be completed prior to taking this course.

Course Snapshot

Modality	Face-to-Face
Meeting Location	Brogan 102
Meeting Days/Times	MWF 1:30–2:20pm
Time Commitment	9 hrs / week including in-class time, readings, assignments, and project
Required Materials	Lee, S. & Goldblatt, J (2020), <i>Special Events: The Brave New World for Bolder and Better Live Events</i> , 8 th edition, Hoboken, NJ: John Wiley. ISBN: 978-1-119-49814-8

	Please check with CUH bookstore on textbook.
Canvas	Course materials, announcements, and grades are posted to Canvas (chaminade.instructure.com). Faculty will post chapter slides, study guide, assignments, and grades on Canvas to supplement in-person course.

Learning Outcomes

Program Learning Outcomes (PLOs)

Upon completion of SEM program, the student will be able to:

- 360.** Explain the complex driving forces influencing sport and event management at multiple levels.
 2. Identify key factors for success in the management of sport and special events.
 3. Assess the impact of sport and events on the physical environment.
 4. Evaluate the degree to which sport and event management contribute to the advancement of quality of life.
 5. Apply learned knowledge and skills in sport and event management to an experiential project and through an internship.

Course Learning Outcomes (CLOs)

Upon completion of BU 314 the student will be able to:

1. Discuss how business environments affect events. (Learning report I)
2. Explain the importance of various event elements in achieving the goals of an event. (Learning report II)
3. Create measurements for evaluating the success of an event (Assignment)

Marianist Values

An education in the Marianist Tradition is marked by five principles. Reflect on how this course relates to one or more:

1. Education for formation in faith.
2. Provide an integral, quality education.
3. Educate in family spirit.
4. Educate for service, justice and peace, and integrity of creation.
5. Educate for adaptation and change.

BU 314 provides students with an integral quality education by combining classroom knowledge with hands-on experience in planning and implementing a community event for students with special education needs. Through this service-learning experience, students develop skills in event planning, teamwork, leadership, communication, and problem-solving while gaining a deeper understanding of inclusion, compassion, and social responsibility. By serving individuals with diverse abilities, the course relates to Chaminade's mission of education for service, justice, and peace, preparing students to become ethical leaders who positively impact their communities.

Native Hawaiian Values

Education is central to both Marianist and Native Hawaiian culture — both seek transformative, value-centered learning that serves the marginalized. This is reflected in the 'Ōlelo No'eau (Hawaiian proverbs) below:

1. **Educate for Formation in Faith (Mana):** E ola au I ke akua ('Ōlelo No'eau 364) — May I live by God.
2. **Provide an Integral, Quality Education (Na'auao):** Lawe I ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) — Acquire skill and make it deep.

3. **Educate in Family Spirit ('Ohana):** 'Ike aku, 'ike mai, kōkua aku kōkua mai ('Ōlelo No'eau 1200) — Recognize others, be recognized, help others, be helped.
4. **Educate for Service, Justice and Peace (Aloha):** Ka lama kū o ka no'eau ('Ōlelo No'eau 1430) — Education is the standing torch of wisdom.
5. **Educate for Adaptation and Change (Aina):** 'A'ohe pau ka 'ike I ka 3hami ho'okahi ('Ōlelo No'eau 203) — All knowledge is not taught in the same school.

Alignment of Course Learning Outcomes

	CLO 1	CLO 2	CLO 3
Marianist Values	2, 4	2, 4	2, 4
PLOs	1	2	5
Native Hawaiian Values	4	2	2

Attendance & In-Class Participation

Attendance Policy

Attendance is expected at all class meetings. Because this course emphasizes active participation and in-class learning, excessive absences will affect your final grade. Students who accumulate seven (7) unexcused absences (approximately 15% of class meetings) will have their final course grade reduced by one letter. Each additional two unexcused absences may result in an additional one-letter grade reduction. Six consecutive unexcused absences may be reported to the University in accordance with institutional policy.

If you are unable to attend class, you are expected to notify the instructor by email as soon as possible, preferably before the scheduled class meeting. Professional communication is an important expectation in both this course and the event management profession.

Excused absences require appropriate official documentation, such as a physician's note, university-approved excuse letter, or other documentation deemed acceptable by the instructor. Documentation should be submitted promptly upon your return.

Students are responsible for all course content, announcements, assignments, and deadlines regardless of the reason for an absence. Absences do not excuse missed work unless prior arrangements have been made or the absence qualifies under university policy.

Successful event management depends on teamwork and consistent participation, so attendance directly impacts your learning and your classmates' experience. Excessive absences will negatively affect your attendance and final grade. In addition, four unexcused absences will result in a reduction of one full letter grade in the final course grade.

Quick Reference — Absence Thresholds:

Excused Absence	<i>illness with documentation, family emergency, military duty, University-sponsored activity. DO not count toward attendance penalty</i>
Unexcused Absence	<i>any absence not pre-approved or documented. Count toward attendance limit</i>
Late Arrival / Early Departure	<i>Arriving more than 15 minutes late counts as a tardy; 2 tardies = 1 absence</i>

In-Class Participation Expectations

Active, respectful engagement is essential. Students are expected to come prepared and contribute meaningfully to discussions, activities, and collaborative work.

Students are expected to:

- Come prepared — complete readings and activities before each session.
- Participate actively in discussions and group work, demonstrating critical thinking.
- Engage respectfully and honor diverse perspectives.
- Use personal devices for course purposes only unless otherwise directed.
- Submit work by established deadlines to support course pacing.

Course Activities

Assignments	Two assignments will be posted on Canvas. Please submit on or before due date.
Exams	Two in-class exams will be given.
Learning Report I Environmental Impact Analysis	Research on the 2025 West Oahu Unity Prom. Submit a 5-7 pages report (double spaced), not counting cover page and supporting materials. • Description of the 2025 Unity Prom – including 5Ws (2 pages) ○ Provides a clear context (who, what, where, when, why) – essential for understanding what environmental factors might be relevant (e.g., outdoor vs. indoor, location-specific risks like weather or noise). • SWOT analysis – Demonstrate your understanding of environmental drivers and risks of the event and how they influence planning and decision making. (2 pages) ○ Discuss the event's strengths and weaknesses as compared to its competition (e.g. financial strength or lack of volunteers). ○ For Opportunities and Threats (e.g., venue sustainability, green initiative, weather risks) are external variables that can be applied to all events. ○ How they influence planning and decision making • Quality of Life discussion (2 pages) ○ Discuss how the event contributes to the advancement of quality of life (e.g., safe space, community engagement, cultural pride), and negative impacts if applicable (e.g. traffic, noise) • References in APA style. (1/2 pages) ○ May include official website, environmental impact reports, best practices, or case studies relevant to the topic • Identify your sources in text AND on the reference page. Use headings for each section. Neatness and professionalism are essential, and references must be accurate. Check with tutoring center before submission (with proof) to earn maximum points. Points will be deducted for spelling, syntax, and grammatical errors.

	Please use APA guide to complete your written paper. Include references for all materials cited. Include control mechanism at each section. Include supporting materials such as photographs, sample invitations, menu, floor plan, guest list, decoration...as appropriate.
Learning Report II Application of Knowledge	Attend the 2026 West Oahu Unity Prom Submit a 5-7 pages report (double spaced), not counting cover page and supporting materials. 1. Event's appeal to 5 senses (1 page) 2. Application of event management concepts to the event (3 pages) Discuss at least 3 concepts, models, or frameworks from the course (e.g., event planning & design, risk assessment, stakeholder mapping, event layout & flow, time management, budgeting models, vendor management, sustainability practices...). Show how these concepts apply to what you observed at Unity Prom. 3. 3 Suggestions for improvement (with specific examples/ applications) (3 pages) 4. Supporting materials e.g. correspondence from organizer, photo, coverage... of the event 5. Use headings for each section.

Course Policies

Late Work	<i>I do not accept late homework except when it is pre-arranged with proper documentation. Please plan ahead to submit on time.</i>
Missed exam	<i>Missed in-class work or exams may be considered with documentation. 10% late penalty for each day beyond due date.</i>
Extra Credit	<i>Improvement bonus will be announced in class.</i>
Incomplete Grade	<i>A student in good standing in a course may petition to the instructor for an "I" grade. With the approval of the faculty member, a grade of "I" may be assigned to those who have successfully completed, with at least a passing grade, a majority of the work of the course and who has an unavoidable and compelling reason why the remainder of the work cannot be completed on schedule. Students who receive an incomplete grade that converts to a no-credit or failing grade may have their benefits adjusted by the VA, effective from their last day of attendance.</i>
Syllabus Changes	<i>The instructor reserves the right to modify this syllabus. Changes will be announced in class and posted to Canvas.</i>

Final Grades

Attendance & Participation	100
Chapter summaries + presentation (8 x 10)	80
Test (2 x 100)	200
Assignments	100
A1 – Venue evaluation (50)	
A2 – Entertainment & Activities (50)	
Learning report I	60
Learning report II	60
Total	600 pt

Final grades are submitted to Self-Service (selfservice.chaminade.edu):

Grade	Range
A	540 points & above
B	480 – 539.9 pt.
C	420 – 479.9 pt.
D	360 – 419.9 pt.
F	Below 360 pt.

Important Information

Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, plagiarism, **and unauthorized and/or undisclosed AI usage**, in addition to more obvious dishonesty. See catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Director of the Academic College. Punishment for academic dishonesty will be determined by the instructor, Director, and the Dean of Academic College and may include an “F” grade for the work in question, an “F” grade for the course, academic notice, or dismissal from the University.

AI (Artificial Intelligence) Statement

Chaminade University recognizes the increasing role of artificial intelligence (AI) technologies in academic and professional environments. AI encompasses, but is not limited to, generative AI platforms, automated writing or content generation software, coding assistants, and similar tools. Students must ensure all submitted work genuinely reflects their knowledge and effort. Using AI to produce or significantly complete graded assignments, exams or other academic tasks – defined as use that substitutes for or substantially replaces a student’s own analysis, reasoning or written

expression – without explicit instructor approval is considered academic misconduct and will be dealt with according to the University’s Academic Honesty Policy.

If an instructor has reasonable grounds to question whether submitted work genuinely reflects a student’s own knowledge, authorship, or mastery of course material — or whether it meets the course’s expectations for AI use — the instructor may require the student to provide additional or alternative evidence of authorship and content mastery. Such evidence may include drafts, notes, revision history, source materials, process explanations, oral discussion, in class work, or completion of an alternative assessment. A student’s refusal or inability to provide such evidence may be considered, along with other available information, in evaluating whether the work meets course requirements and stated learning outcomes. Instructors will not rely solely on AI detection software or other automated tools in making grading or academic integrity determinations. Such determinations will be based on the totality of the available information and handled in accordance with applicable University policies and procedures. See the catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

Title IX and Nondiscrimination

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

Contact information and reporting options: chaminade.edu/titleix/nondiscrimination/. File a report via the [Campus Incident Report Form](#).

Nondiscrimination Policy and Notice of Nondiscrimination

The university is committed to comply with all State and Federal statutes, rules, and regulations which prohibit discrimination. The university is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin (including shared ancestry and ethnic characteristics), ancestry, citizenship, disability, genetic information, marital status, breastfeeding, arrest and court record (except as permissible under State law), sexual orientation, or status as a covered veteran. Inquiries about Title IX or general Civil Rights concerns may be referred to the University’s Title IX Coordinator, the U.S. Department of Education’s Office for Civil Rights, or both and contact information may be found [HERE](#). *On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).*

The University’s Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates.

The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

Student with Disabilities Statement- Kōkua ‘Ike

Accessibility Services recognizes disability as a valued aspect of diversity and ensures equal access to the educational environment in accordance with Section 504 of the Rehabilitation Act; the Americans with Disabilities Act, as amended; and the principles and professional standards of the Association on Higher Education and Disability. Access is supported through reasonable accommodations and referrals to campus and community resources.

Appointments with the Accessibility Services Coordinator are available through Stellic at <https://chaminade.stellic.com> and may be held virtually or in person. Drop-in appointments are also welcome.

Students seeking support must meet with the Accessibility Services Coordinator as early as possible, even if they are unsure whether they have appropriate documentation of their disability or its impacts. The Accessibility Services Coordinator prioritizes listening to students's experiences and will discuss any documentation needs during the initial intake meeting. Students may seek support at any time.

Learn more at <https://chaminade.edu/ada-accommodations>

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10-week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes, or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

This is a three-credit hour course requiring a minimum of 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 21 hours preparing chapter summaries, 15 hours meeting with faculty, 12 hours researching, participating and writing the four-page Learning Report I, 12 hours researching, participating and writing four-page Learning Report II, 48 hours researching and completing four assignment. There will be an additional 27 hours of work required beyond what is listed here (readings, communicating, presentation, attending and volunteering events etc.), averaging 1.8 hours each week.

Assessment of Student Work

Chaminade University may use student work anonymously to assess achievement of course, program, and institutional learning outcomes as part of ongoing quality improvement efforts.

Campus Resources & Support Services

The following resources are available to all Chaminade students. Reach out early — these services exist to support your success.

Resource	Description	Contact / Website
Accessibility Services (Kōkua 'Ike)	Accommodations under Section 504 and ADA. Contact early — appointments via Stellic, virtual or in person.	ada@chaminade.edu chaminade.edu/ada-accommodations
Tutoring & Academic Coaching (Kōkua 'Ike)	Tutoring and Academic Coaching Services support students' progression toward their academic, personal, and professional goals with clarity and intention. Services include individualized support in English, math, nursing, sciences, and social sciences, as well as guidance in developing goals and study strategies.	chaminade.edu/tutoring-academic-coaching-services
Career Services	Career Services supports students throughout their career journeys. Services include individualized job search strategy coaching, resume reviews, job interview coaching, and access to career-related resources and opportunities.	chaminade.edu/career-services
Basic Needs Resources	Support for food insecurity, housing instability, and other basic needs.	chaminade.edu/basic-needs/
Title IX / Nondiscrimination	Reporting and support for sex discrimination and gender-based violence. Campus Incident Report Form available online.	chaminade.edu/titleix/resources-and-support/
Hazing Prevention	Confidential support, crisis intervention, and reporting for any type of abuse including hazing.	hazingpreventionnetwork.org/athlete-helpline/
Campus Safety / SafeSwords	Security escort service for anyone who feels unsafe walking alone on campus at any time of day. Call security and a professional will escort you to your destination.	chaminade.edu/student-life/security/campus-safeswords-program/
CUH Alert Emergency Notification	Emergency text system. Register your cell number via the Chaminade portal and confirm the text to complete enrollment.	chaminade.edu

Weekly Course Schedule

Note: The instructor reserves the right to modify this schedule. Changes will be announced in class and posted to Canvas.

Wk of	Topics / Readings	Assignment	Due Dates
8/17	Welcome & Introduction Discuss course requirement	Read syllabus Set up meeting time with faculty	
8/24	Ch 1 Introduction to Event Leadership	Sign up for chapter presentation	

Wk of	Topics / Readings	Assignment	Due Dates
8/31	Ch 2 Research & SWOT Object of celebration	Ch 2 summary & presentation	8/31 (M)
9/7	9/7 (M) Labor Day holiday (no class) 9/11 (F) Site visit – TBA	Learning Report I due	9/11 (F)
9/14	Ch 3 Sustainable Event Plan & Design	Ch 3 summary & presentation	9/14 (M)
9/21	Ch 4 HR & Time Management	Ch 4 summary & presentation Assignment 1	9/21 (M) 9/25 (F)
9/28	Ch 5 Financial leadership	Ch 5 summary & presentation	9/28 (M)
10/5	Ch 6 Vendors, Contracts, Onsite production	Ch 6 summary & presentation Assignment 2	10/5 (M) 10/9 (F)
10/12	Fall Wellness Week 10/14 (W) Test review activity		
10/19	Ch 7 Event Marketing 10/21 (W) Test #1 (ch 1- 4)	Ch 7 summary & presentation	10/19 (M)
10/26	Ch 8 Safety & Security Prep for event	Ch 8 summary & presentation	10/26 (M)
11/2	Ch 9 Virtual event Prep for event		
11/9	Prep for event 11/11 (W) Veteran's Day Holiday (no class)		
11/16	11/16 Final prep 11/17 (T) West Oahu Unity Prom 11/18 (W) Debrief 11/21 (F) Mahalo Day (no class)		
11/23	Test Prep & Grade check 11/27 (F) Thanksgiving holiday (no class)		
11/30	Buffer week Work on Report	Learning Report II	12/2 (W)
12/7 M	According to Final exam week 11:00 am, Test #2 (ch 5-9)		