



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

**HTM*2010 Hospitality and Tourism Business
Communications Fall 2018 0.5 credit**

General Course Information

Instructor:	Joan Flaherty
<i>Email</i>	jflahert@uoguelph.ca
<i>Office Location</i>	MACS 322
<i>Office Hours</i>	Flexible. Generally, I'll be available right after class. You can also email me to set up a time to meet – or just try dropping by my office.
<i>School</i>	Hospitality, Food and Tourism Management (HFTM)

Class Schedule: Lecture: Thursdays 11:30 am – 12:20 pm in Mackinnon (MCKN)224
Section 01 Wednesday seminar: 8:30 am – 10:20 am in Mackinnon (MCKN) 238
Section 02 Wednesday seminar: 2:30 pm–4:20 pm in Macdonald Institute (MINS) 101

Pre-requisites: HTM 1000 or HTM 2700
Registration in BCOMM:HAFA; BCOMM:HAFA:C; BCOMM:TMGT

Course Description

This course is designed to enhance your confidence and professionalism in the hospitality, food and tourism industry by improving your communication skills. The focus is primarily on writing, but also includes effective speaking and presentation skills. The assignments are based on hospitality, food and tourism issues.

Course Learning Outcomes

The Goal

Hospitality and Tourism Business Communications essentially has just one goal: to help you become more confident about your ability to write and speak clearly and professionally.

Achieving that goal

Your path toward achieving that goal, however, is multi-faceted. It includes mastering the following learning outcomes:

1. Ability to organize your material logically and coherently in both written and oral form

2. A stronger grasp of the basics: word choice, sentence structure, paragraphing; and the mechanics of grammar and punctuation
3. A familiarity with the different conventions of business writing, whether the documents are electronic or conventional hard copy
4. Ability to think quickly on your feet and to control stage fright

It also includes the more elusive ability of capturing and maintaining your audience’s interest & respect by

5. Addressing their concerns
6. Presenting material that’s thoughtful and that enables them to learn something valuable

And, finally, the course aims to foster your professional growth by

7. Identifying the values reflected in your written and oral communication
8. Understanding how those values influence what you write and say
9. Understanding how those values influence the audience’s response to what you write and say

All the assignments in the course aim to help you work on those skills and abilities. More specifics are provided below.

Summary of Assignments

Learning outcomes addressed (see above list of learning outcomes)

1. Cover letter	5	1-3; 5-9
2. Annotated APA Assignment	10	1-2; 5-9
3. Oral presentation #1	10	1; 4-9
4. Critique of presentation	10	1-3; 5-9
5. Essay on issues topic	20	1-3; 5-9
6. Business Proposal	20	1-3;5-9
7. In-class tests	10	2; 7-9
8. Final presentation	10	1; 4-9
9. Contribution grade	5	1; 4-9

Text and Course Pack

The following are required and are available in the bookstore:

1. Flaherty, J. (2018). *The counterintuitive writer: A writing guide for students ... and for others*. Rock’s Mills Press, Oakville.
2. HTM*2010 *Hospitality and Tourism Business Communications Course Pack* (Revised Fall 2018)

Teaching/Learning Approach

We meet twice a week -- for 50 minutes as a large group; and for 2 hours within a smaller group. Class time for both sessions usually revolves around a workshop approach: large group discussions; small group work; mini lectures; oral presentations; and individual practice.

What this approach means for you:

You won't need your laptop, but you will need to bring the course pack -- and yourself -- to every class. Because it's not a lecture-based course, most of the classes revolve around discussion and workshops. The best learning happens when you participate.

Regularly consulting CourseLink is helpful -- especially shortly before class.

Description of Assignments

Cover letter (5%)

Write a cover letter for a position that interests you.

Choose a realistic position, one that suits your present qualifications, and use details from your own life -- refer to your own experience and education. Use proper business letter format.

Annotated APA Assignment (10%)

You will choose, and sign up for, an Issues Topic. These topics are available on a first come/first served basis, and they're posted outside my office door, MACS 322. They're all broad topics, which will need to be narrowed down. See *The Counterintuitive Writer*, Chapter 2, for details on how to focus your broad topic.

There is a limit of 3 people per topic.

Once you have your topic, you'll complete the following:

Find five credible sources on your Issues Topic; and present them in the form of an annotated APA reference list.

See *The Counterintuitive Writer*, pp. 72 -- 76 for help in ensuring your sources are credible (as opposed to "flimsy"); and see p. 197, for a definition of "annotated bibliography".

Requirements:

- At least two of the sources must be from peer-reviewed journals
- All the sources must have been published within the last seven years
- The reference list must follow the APA guidelines provided in class

Example of an annotated entry in APA format:

King, S. (2000). *On writing: A memoir of the craft*. New York: Scribner.

This book is a combination of memoir and writing advice, with King showing the relationship between pivotal events in his life and his growth as a writer. The content is both philosophical, as the author discusses his approach to writing, and highly practical, with sections devoted to plot development, word choice, grammar, and revising.

On Writing focuses on fiction writing, but much of the content applies to writing generally. Written in a colloquial, conversational style, this book is entertaining and highly insightful.

Notes on annotation:

- 3-5 sentences
- The first paragraph: summarize its purpose and key content
- The second paragraph: assess its usefulness and/or relevance

Oral Presentation (10%)

Develop and deliver a 4-5 minute oral presentation based on the material that you wrote about (or will write about) in your Essay. A discussion will follow.

Critique of Oral Presentation (10%)

Write a 500-word critique of your oral presentation in which you answer these two questions: (i) What did I like about my presentation and my handling of the discussion that followed? (ii) Based on what I've learned through developing and delivering this presentation, what will I do differently for future presentations in terms of both delivery and content?

The critique should be primarily in complete sentences and paragraphs, but it should also reflect what you've learned about effective layout. (See *The Counterintuitive Writer*, pp. 119-120; 123; & 202 for advice on layout).

The details: The presentation will be recorded and available for you to view privately outside of class time. You will base your critique on this viewing, and **submit it one week after the actual presentation**. Details of how to access your taped presentation will be given in class.

Essay on Issues Topic (20%)

Explain why your Issues Topic is relevant to your own life and to the lives of your hospitality and tourism classmates. This explanation will require that you use factual details about your Issues Topic to support or illustrate its relevance to your academic studies, your personal life, and/or your future career.

Length: 750 words

See *The Counterintuitive Writer*, particularly Chapters 3 & 4 for details on how to structure the essay.

Business Proposal (20%)

Present a concrete, practical recommendation that, if implemented, could improve a business/organization that you've either worked at or been a member of.

You will, of course, also need to explain how your proposal would contribute to the overall wellbeing of this business/organization.

Length: 500 - 750 words

Format: to be discussed in class

In-class tests (10%)

You will write two in-class tests, all based on material covered in *The Counterintuitive Writer*:

Test #1: Plagiarism (pp. 76-84)

Test #2: Grammar (sections of Chapter 9)

Final Presentation (10%)

Develop and deliver a 5-minute presentation that teaches your audience something.

"Something" could refer to a physical, hands on skill, or it could refer to an idea or a concept. In either case, you are required to use at least one visual during this presentation.

Contribution (5%)

This grade is self-assessed and based on your contributions during class time. See the Contribution Assessment Grading Rubric in your Course Pack (last page) for the criteria and the instructions.

Course Policies

Notes re submission of assignments:

- Unless otherwise indicated, assignments are due in hard copy at the start of class. They should be double-spaced.
- Assignment extensions may be possible if you have a good reason, but you need to contact me before the due date to discuss this possibility. Otherwise, the penalty for a late assignment is 10% a day.

Note re receiving the credit for this course:

I understand that public speaking is more of a challenge for some people than for others. If you're particularly concerned about this aspect of the course, please speak to me about it. We'll look for a solution. Remember, though, that public speaking is a major part of this course's learning outcomes. And that's an indirect way of saying that in order to receive a credit for HTM2010, everyone must successfully complete the public speaking components of the course. You can't be excused from them.

Information re University policies and resources

Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/c08/c08-amisconduct.shtml>

Accessibility: <http://www.csd.uoguelph.ca/csd/>

Last date to drop courses: Friday November 2 2018

An **International Student Advisor (ISA)** is available to meet one on one to discuss adaptation challenges, academic concerns, and culture shock. The ISA can help you get involved on campus, connect with other students, and talk through any personal concerns you may face. ISAs are always happy to see you and to provide guidance and support as needed. **Email Yassin Sagnia at ysagnia@uoguelph.ca**

International Student Connections offers events and programs specifically for international students through the Office of Intercultural Affairs (OIA), including free skill-building and intercultural competency workshops, cultural excursions, and social activities to help you meet new friends, learn new skills. Request an **OIA Ambassador**, an upper year student who has experience navigating campus resources, to provide tips and guidance to help make your first

year successful. You will get an email introduction the first week of class, and you can use your OIA Ambassador for support throughout your first year.

To learn about upcoming events, or to register for OIA programs visit [**gryphlife.uoguelph.ca/organization/OIA**](https://gryphlife.uoguelph.ca/organization/OIA)