



General Course Information

Instructor: Joan Flaherty.
Email jflahert@uoguelph.ca
Office Location MACS 322
Office Hours Wed 9:00 am – 11:00 am; Thurs 1:30 pm – 2:30 pm
Department/School Hospitality, Food and Tourism Management

Class Schedule: Lecture: Thursday 11:30 am – 12:20 pm, MINS 106
Section 01 seminar: Friday 8:30 am – 10:20 am, Mackinnon 309
Section 02 seminar : Friday 12:30 pm – 2:20 pm, Mackinnon 304

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

Course Description

This course is designed to enhance students' confidence and professionalism in the hospitality, food and tourism industry by improving their 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 “nuts and bolts” skills:

- Research information efficiently, using the library's data bases
- Assess credibility and relevance of that information
- Develop a specific, focused topic from a broad subject area
- Organize your material logically and coherently in both written and oral form
- Acquire a stronger grasp of the basics: word choice, sentence structure, paragraphing; and the mechanics of grammar and punctuation
- Become familiar with the different conventions of business writing, whether the documents are electronic or hard copy
- Think quickly on your feet and control stage fright
- Use effective visuals and physical delivery to convey your message and connect with the audience.

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

- Addressing their concerns
- Presenting material that’s thoughtful and engaging

And, finally, the course aims to enhance further your professional growth by requiring you to

- Identify the values reflected in your written and oral communication
- Understand how those values influence what you write and say
- Understand how those values influence the audience’s response to what you write and say

All the course assignments aim to help you apply those skills, abilities and increased awareness to your written and oral communications.

Course Assessment

	Associated Learning Outcomes	Due Date/ location
<p>Assessment 1:</p> <p><i>5% Cover letter</i></p>	<p>Develop a specific, focused topic from a broad subject area</p> <p>Organize your material logically and coherently</p> <p>Acquire and apply a strong grasp of the basics: word choice, sentence structure, paragraphing; grammar and punctuation</p> <p>Become familiar with the different conventions of business writing, whether the documents are electronic or hard copy</p> <p>Capture and maintain your audience’s interest & respect by addressing their concerns & by presenting material that’s thoughtful and engaging</p>	<p><i>Sept 12. In class</i></p>

Assessment 2:

5% *Research Assignment*

Research information efficiently, using the library's data bases.

Sept 25 in class

Assess relevance and credibility of that information

Develop a specific focus from a broad subject area

Become familiar with and apply the different conventions of business writing (ie., APA format)

Assessment 3:

10% *Oral Presentation*

Research information efficiently, using the library's data bases

Oct 3 – Oct 31 in class

Assess credibility and relevance of that information

Develop a specific focus from a broad subject area

Organize your material logically and coherently in oral form

Think quickly on your feet and control stage fright

Use effective visuals and physical delivery to convey your message and connect with the audience

Capture and maintain your audience's interest & respect by addressing their concerns and

presenting material
that's thoughtful and
engaging

Assessment 4:

Develop a specific focus
from a broad subject
area

*One week
after first
presentation
in class.*

Organize your material
logically and coherently

Acquire and apply your
strong grasp of the
basics: word choice,
sentence structure,
paragraphing; and the
mechanics of grammar
and punctuation

Become familiar with
the different
conventions of business
writing, whether the
documents are
electronic or hard copy

5% *Critique of presentation*

Capture and maintain
your audience's interest
& respect by
addressing their
concerns & by
presenting material
that's thoughtful and
engaging

Identify the values
reflected in your oral
communication

Understanding how
those values shape
what you say

Understand how those
values influence the
audience's response to

what you say

Assessment 5	20%	<i>Report on Issues Topic</i>	<p>Research information efficiently, using the library's data bases</p> <p>Assess credibility and relevance of that information</p> <p>Develop a specific focus from a broad subject area</p> <p>Organize your material logically and coherently</p> <p>Acquire and apply a strong grasp of the basics: word choice, sentence structure, paragraphing; grammar and punctuation</p> <p>Become familiar with the different conventions of business writing, whether the documents are electronic or hard copy</p> <p>Capture and maintain the audience's interest by addressing their concerns and presenting material that's thoughtful and engaging</p>	Oct 10 in class
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Assessment 6	10%	Briefing e-mail	<p>Organize your material logically and coherently</p> <p>Acquire and apply a strong grasp of the</p>	Anytime up to Oct 15 via e-mail
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basics: word choice,
sentence structure,
paragraphing; grammar
and punctuation

Become familiar with
the different
conventions of business
writing, whether the
documents are
electronic or
conventional hard copy

Capture and maintain
the audience's attention
by addressing their
concerns & presenting
material that's
thoughtful and engaging

Identify the values
reflected in your oral
and written
communication

Understand how those
values shape what you
write and say

Understand how those
values influence your
audience's response to
what you write and say

Assessment 7	20%	Business Proposal	Develop a specific focus from a broad subject area	Nov 7 in class
			Organize your material logically and coherently	
			Acquire and apply a strong grasp of the basics: word choice, sentence structure, paragraphing; grammar and punctuation	
			Become familiar with	

the different conventions of business writing, whether the documents are electronic or conventional hard copy

Capture and maintain your audience's attention by addressing their concerns & presenting material that's thoughtful and engaging

Identify the values reflected in your written communication

Understand how those values shape what you write

Understand how those values influence the audience's response to what you write

Assessment 8

10%

Final Presentation

Develop a specific focus from a broad subject area

Nov 14 –
Nov 21 in
class

Organize your material logically and coherently in oral form

Think quickly on your feet and control stage fright

Use effective visuals and physical delivery to convey your message and connect with the audience

Capture and maintain

your audience's interest & respect by addressing their concerns and presenting material that's thoughtful and engaging

Identify the values reflected in your oral communication

Understand how those values shape what you say

Understand how those values influence the audience's response to what you say

Assessment 9

5%

Contribution

Capture and maintain your audience's interest & respect by addressing their concerns and presenting material that's thoughtful and engaging

Sept 5 –
Nov 21 in
class

Organize your material logically and coherently in oral form

Acquire and apply a strong grasp of the basics: word choice

Think quickly on your feet and control stage fright

Use effective physical delivery to convey message and connect with the audience

Identify the values reflected in your oral communication

Understanding how those values shape what you say

Understand how those values influence the audience's response to what you say

Assessments 10 - 14

5 Blog postings worth 1% each

These blog postings are spread throughout the semester. The learning objectives:

Sept 18 – Nov 28 posted on Course Link site

Develop a specific focus from a broad topic

Organize your material logically and coherently

Acquire and apply strong grasp of the basics: word choice, sentence structure, paragraphing; grammar and punctuation

Become familiar with the different conventions of business writing, whether the documents are electronic or hard copy

Capture and maintain your audience's interest & respect by addressing their concerns & by presenting material that's thoughtful and engaging

Assessments 15 - 5 %
19

5 Quizzes or short writing assignments worth 1% each

These quizzes are spread throughout the semester. The learning objectives:

Sept 19 –
Nov 21 in
clas.

A stronger grasp of the basics: word choice, sentence structure, paragraphing; grammar and punctuation

Teaching and Learning Practices

We meet twice a week -- for 50 minutes as a large group; and then 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 to every class. In order to keep up with what's going on and to learn as much as possible, you need to attend class and be willing to participate. You'll also need to consult regularly the CourseLink site.

Course Resources

Required Texts:

The following are required and are available in the bookstore.

1. Business Communication Essentials. Custom Edition for University of Guelph (2012).
2. HTM*2010 Hospitality and Tourism Business Communications Course Pack.

Course Policies

Grading Policies

. Notes re submission of assignments:

- You should submit your written assignments in hard copy (except, of course, for the briefing e-mail and the blog postings); and double-spaced.
- You should submit your assignments on time.
- 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 normal penalty for a late assignment is 10% a day.
- If you are absent on the day of your presentation, it will be re-scheduled only if you have a legitimate reason and, when necessary, appropriate medical documentation, for your absence. Otherwise, you

will receive a grade of zero.

Note re receiving the credit for this course:

In order to receive a credit for HTM2010, students must successfully complete the public speaking components of the course.

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

Please note that these policies are binding unless academic consideration is given to an individual student.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

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

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

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

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is **October 31 2014**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Additional Course Information

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.

Issues in Hospitality and Tourism Assignments

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 also listed in your course pack on page 83). There is a limit of 2-3 people per topic. Once you have your topic, you'll complete the following:

Research Assignment (5%)

Find 5 credible sources of information on your Issues Topic and present the sources' bibliographic information in the form of an APA reference list.

Oral Presentation (10%)

Identify *one specific aspect** of your broad Issues Topic. Briefly summarize this aspect and describe its implications for the students sitting in your audience. In other words, as future hospitality and tourism professionals, why do they need to know about this issue? How is it likely to affect them -- or the industry -- in a concrete way?

The presentation should be 4-5 minutes long. A discussion will follow.

*The Issues Topics are all fairly broad, with several different aspects that could be considered. You won't, however, have enough time and space to cover everything. That's why it's important to focus on one specific aspect of this topic for both your written Issues Report and your Oral Presentation.

Critique of Oral Presentation (5%)

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.

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 in class one week after the actual presentation**. Details of how to access your taped presentation will be given in class.

Report on the Issues Topic (20%)

Using the material from your research (and your presentation, if you've already given it), write a 500-word report that summarizes the specific issue and then discusses its industry implications.

We'll discuss in class the format and possible organization of this report.

Values-based Communication Assignments

Your background task: Commit a random act of kindness. (If that places too much pressure on you, then it can be a preconceived act of kindness.) In any case, the definition of both remains the same: an act that has only positive benefits for *everyone* concerned.

(The emphasis here is on "only positive benefits for everyone" – that includes you. In other words, don't choose anything that might put you in harm's way, such as picking up a hitchhiker at night on a lonely stretch of road just outside the Bates Motel, intervening in a bar-room brawl, or In other words, use your common sense with this one.)

The following assignments are based on this act.

Briefing via e-mail (10%)

Explain in 250 words what you did for your random act of kindness; why you chose this particular act; and how it affected both the recipient(s) and you.

E-mail me this assignment, with the briefing presented in an attachment, not in the body of the e-mail.

Business Proposal (20%)

Preliminary task: Identify the positive value(s) exemplified by your random act of kindness.

Your business proposal: propose one concrete, practical way this value could be incorporated into the daily operations of 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, if accepted, would contribute to the overall wellbeing of this business/organization.

Length: 500 - 700 words

Format: to be discussed in class

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.

Five Quizzes (5%)

These are short quizzes that allow you to demonstrate your understanding of the readings. They are spaced throughout the semester, but will always take place during a lecture class.

Contribution (10%)

This grade is determined in two ways:

One half of your contribution grade (5 marks) is based on your contributions during class time. These contributions can take the form of actively participating during class discussions, assuming volunteer roles during the first set of presentations, and helping others to learn by being attentive and professional during the class.

The remaining half (5 marks) is based on your contribution outside of class: you'll keep a blog throughout the semester in which you post 5 entries, each in response to a specific question or statement that the class will be given. Each posting will be about 200 words and worth 1%. It will be graded based on professionalism, as reflected in the following ways:

- Did you respect the instructor's directions by posting your entry on or before the required time and date?
- Did you respect the readers' time (and your readers include the entire class) by making sure your blog was worth their time and effort to read?
- Did you respect everyone's intelligence (including your own) by using proper spelling, grammar, and English?