



College of
Business+
Economics

HTM*2010 Hospitality and Tourism Business Communications, W16

(3-0) [0.50]

General Course Information

Instructor: Mauricio Martinez
Email mmartine@uoguelph.ca
Office Location MacKinnon 402
Office Hours Mon, Wed 12:30-1:20

TAs Yoonah Kim

Class Schedule: LEC Mon 3:30-4:20 PM GRHM 2310
SEM Wed 3:30-5:20 PM CRSC 403
SEM Thu 8:30-10:20 AM ROZH 108

Pre-requisites: HTM*1000 or HTM*2700

Co-requisites: N/A

Course Description

This course is designed to enhance students' confidence and professionalism in the hospitality 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 and tourism issues.

Course Learning Outcomes

Upon successfully completing this course, you will have engaged with the following learning outcomes:

Knowledge and Understanding:

- 1) Understand and effectively utilize the structural components of written communication
- 2) Comprehend business communication as a process of career-long professional development

Discipline/Professional and Transferable Skills:

- 3) Practice oral communication with a focus on audience engagement
- 4) Develop a professional profile through various forms of business writing

Attitudes and Values:

- 5) Foster academic professionalism in both individual and collaborative learning

Indicative Content

WEEK	LECTURE	SEMINAR
1. January 11-17	Introduction to course	Communication Basics <i>Coursepack 1-18</i> <i>Essentials 1-5</i>
2. January 18 -24	Crafting for Electronic Media <i>Essentials 19-30</i>	Social Media*/ Oral Comm. <i>Coursepack 29-60</i>
3. January 25-31 *Presentation 1 Begins*	Writing Mechanics I	Email*/ Presentations
4. February 1-7 *Presentation 1 Ends*	Writing Mechanics II	Blogs*/ Presentations <i>Coursepack 19-23</i>
5. February 8-14 *Reflection 1 Due* February 14	Reports and Proposals <i>Essentials 47-52</i>	Proposals/ Reports <i>Coursepack 25-28</i>
February 15-21	NO LECTURE THIS WEEK	NO SEMINAR THIS WEEK
6. February 22-28 *Proposal Due February 28*	Negative messages <i>Essentials 31-46</i>	Crisis Communication*
7. February 29-March 6 *Presentation 2 Begins*	Writing Mechanics III	Effective Meetings/Presentations
8. March 7-March 13 *Presentation 2 Ends*	Sources and Evidence	Interpersonal Communication/Presentations
9. March 14-20	Completing Business Messages <i>Essentials 5-18</i>	Workshop on drafts and revising (bring in your draft report)
10. March 21-27 *Report Due March 27*	Comm. For Career Building <i>Essentials 53-86</i>	Tailoring Your Resume* <i>Coursepack 61-65</i>
11. March 28-April 3	“Cover letters and employment <i>Essentials 87-108</i>	Cover Letters/Portfolio Workshop <i>Coursepack sample cover letters</i>
12. April 4-8 *Reflection 2 Due April 8*	Reflection on Technology and Business Communication	Portfolio Workshop

Note: asterisk (*) indicates portfolio item.

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	10%	Quizzes (5x2%)	1, 5	In-Lecture Weeks 4, 6, 8, 10, 12
Assessment 2:	10%	First Presentation	3	Weeks 3,4
Assessment 3:	10%	First Reflection	1, 2, 4	Week 5 Feb 14
Assessment 4:	10%	Proposal	1, 4	Week 6 Feb 28
Assessment 5:	10%	Second Presentation	3	Weeks 7,8
Assessment 6:	20%	Final Report	1, 4	Week 10 March 27
Assessment 7:	10%	Second Reflection	1, 2, 4	Week 12 Apr 8
Assessment 8:	20%	Cover Letter and Portfolio	1, 2, 4, 5	Apr 15 4:00 PM
Total	100%			

Teaching and Learning Practices

Lectures During lectures we will engage with readings and instructor-supplied content

Seminars During seminars students will be asked to engage with readings and instructor supplied content in small and large groups, conduct individual writing, drafting, editing exercises, and oral communication exercises.

Course Resources

Required Texts:

Bovee, Thill, Scribner, *Business Communication Essentials* (Custom Edition for the University of Guelph)
Flaherty, *HTM*2010 Hospitality and Tourism Business Communications* (Coursepack).

Course Policies

Grading Policies

All assignments are to be submitted **via Dropbox on Courselink**. The late penalty for all assignments submitted past

11:59 PM on the due date will be **%5 per day (weekends included)**. **No material for this course will be accepted more than one week past the final due date.**

Note regarding credit for this course: In order to receive credit for HTM*2010, students must complete the oral communication components of the course

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 **Friday March 5**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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