

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 may also email me to set up a time to meet – or just try dropping by my office
Class Schedule:	Lecture: Monday 1:30 pm – 2:20 pm, Macdonald Stewart Hall (MACS) 129 Seminar 01: Tuesday 12:30 pm – 2:20 pm, MACS 301 Seminar 02: Wednesday 8:30 am – 10:20 am, MACS 301
Pre-requisites:	4 credits
Restrictions:	Restricted to students in BCOMM .HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C or 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

Upon successfully completing this course, you will have demonstrated your ability to

1. Actively and respectfully participate in our course's collaborative learning process
2. Engage in research through identifying and/or accessing relevant primary and/or secondary source information
3. Present a properly formatted APA reference list
4. Analyze research material by identifying and synthesizing relevant key themes and information

5. Develop and present your material logically and coherently in appropriate written and oral form
6. Develop and present your material persuasively and professionally in appropriate written and oral form
7. Write and speak in a clear, concise and grammatically correct fashion
8. Assess your own progress in meeting the above outcomes

Teaching and Learning Practices

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.

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	5%	Cover letter	LO 1; 5-7	<i>Week 2</i>
Assessment 2:	10%	Annotated APA Assignment	LO 2-7	<i>Week 4</i>
Assessment 3:	10%	Oral Presentation	LO 1-2; 4-7	<i>Weeks 6-10</i>
Assessment 4:	10%.	Critique of oral Presentation	LO 5-8.	1 week after presentation
Assessment 5:	20%.	Essay on issues topic.	LO 1-7.	Week 6
Assessment 6:	20%.	Business proposal.	LO 1-2; 4-7	Week 10
Assessment 7:	2 @ 5%	In-class tests.	LO 1; 5-7.	Weeks 5 & 8

Assessment 8:	10%.	Final presentation	LO 1-2; 4-7	Weeks 11 --12
Assessment 9:	5%	Contribution grade	LO 8	Weeks 2-12

Course Resources

Required Text: Flaherty, J. (2018). *The counterintuitive writer: A writing guide for students ... and for others*. Oakville: Rock's Mills Press.

Required Course Pack: HTM 2010 Hospitality and Tourism Business Communications Course Pack (Revised Fall 2019).

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 2 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. (No PowerPoint is allowed for this presentation).

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 as future industry professionals. This explanation will require that you use factual details about your Issues Topic to support or illustrate *why* anyone pursuing a career in this industry needs to know about this topic and *what* exactly they need to know about it.

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, both 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. (For this presentation, PowerPoint is allowed).

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 on the assigned due date. 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.

- If you have religious observances that conflict with the course schedule or if you are registered with Student Accessibility Service and feel it's appropriate to inform me, please do so.

University Policies

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:

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

Accessibility

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Drop date

The last date to drop one-semester courses without academic penalty is Friday April 3 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	

