



College of

**Business +
Economics**

HTM*2010 Hospitality and Tourism Business Communications

Winter 2017

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>	Tuesdays: 9:00 am – 11:00 am. If that time doesn't work, you can always contact me to set up another time – or just try dropping by
<i>School</i>	Hospitality, Food and Tourism Management (HFTM)

Class Schedule: Lecture: Monday 2:30 pm – 3:20 pm in Macdonald Institute 103(MINS)
Section 01 Wednesday seminar: 11:30 am – 1:20 pm in Mackinnon 316 (MCKN)
Section 02 Thursday seminar: 8:20 am – 10:20 am in Rozanski Hall 109 (ROZH)

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 “nuts and bolts” skills:

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.

Summary of Assignments

1. Cover letter	5
2. Research Assignment	5
3. Oral presentation	10
4. Critique of presentation	10
5. Report on "issues" topic	20
6. Briefing	5
7. Business Proposal	20
8. Final presentation	10
9. Five quizzes	5
10. Contribution	10

Text and Course Pack

The following are required and are available in the bookstore:

1. *Business Communication: Polishing Your Professional Presence*. Custom Edition for University of Guelph (2016)
2. HTM*2010 *Hospitality and Tourism Business Communications Course Pack* (Revised Fall 2016)

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.
<https://courselink.uoguelph.ca/shared/login/login.html>

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 all broad topics, but you'll have a chance to narrow down yours during class. There is a limit of 3 people per topic.

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

Research Assignment (5%)

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

At this stage, you may still be working with a fairly broad topic. By the time you get to your Oral Presentation and Issues Report, though, you will have narrowed down your topic more precisely. The result will be a more focused presentation and report.

Oral Presentation (10%)

Present your topic to the class: What are the main points you want us to leave with? What are the specific details or arguments that support those main points? And why is all of this important – how/why does it affect the students who are sitting in the audience listening to you? (Don't leave out this last point. It's probably the most important one.)

The presentation should be 4-5 minutes long. 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 in business documents.

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.

Report on the Issues Topic (20%)

Write a 500-word report based on the material from your Research Assignment and your Presentation, if you've already given it. (See above re Research Assignment and Oral Presentation).

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. Use your common sense with this one.)

Your act of kindness has to have taken place during this semester (i.e., it's not something that you did earlier, before taking this course.)

The following assignments are based on this act.

Briefing via e-mail (5%)

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.

Business Proposal (20%)

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

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

There is only one qualification here: your proposal must implicitly reflect the value(s) inherent within your random act of kindness (i.e., the values that you identified in the Preliminary task.

In other words, your proposal must be based on good values.

You will, of course, also need to explain how your proposal 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?

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:

Academic Consideration:

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

Academic Misconduct:

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

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

Last date to drop courses: Friday March 10, 2017