



# COURSE OUTLINE

**Please save a copy onto your computer before filling in the form**

**Course Name:** Business Communications

**Department Head/Coordinator:** Michael Tittel

**Effective Date:** September 2014

<b>School or Centre:</b>		<b>Department:</b>	
School of Hospitality and Business		Hospitality Management Diploma	
<b>Course History:</b>		<b>Year of Study:</b>	
Revised Course		1st Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	HOSP 1101	<b>Course Number:</b>	HOSP 1610
		<b>Number of Credits:</b>	3.0

**Course Pre-requisites (if applicable):**

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**  No  Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

**Course Description:**

This course provides students opportunities to develop presentation skills required by both the hospitality industry and future courses in this program. Students present a variety of planned and impromptu presentations, take part in simulated job interviews and plan and conduct formal meetings and sales presentations. They evaluate presentations for effectiveness in content and delivery to improve their skills and develop professionally.

**Note to instructors:** An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

### **Instructional Strategies:**

Lectures, demonstrations, role plays, and student presentations

### **Course Learning Outcomes:**

Successful students will be able to:

1. Plan, present, and evaluate a variety of informal and formal presentations.
2. Present effectively in a job interview.
3. Use effective verbal and non-verbal communication skills.
4. Analyze presentation skills.
5. Describe the TED commandments for effective presentations.
6. Use techniques to overcome stage fright and gain confidence.
7. Plan and conduct effective meetings in-person and online.

### **Program Learning Outcomes:**

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

**Evaluation/Grading System** *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

**Components and Weighting of the Assessment/Evaluation Plan:** *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Assignments	45	Series of short presentations, mock interview, impromptu presentations
Assignments	20	Written assignments - library research, reflections, etc.
Assignments	15	Individual sales presentation & digital presentation
Assignments	20	Final Presentation
<b>Total</b>		<b>100</b>

**Learning Environment/Type** *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
<b>Enter Total Hours</b>	<b>45</b>	

**Resource Material(s):**

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. Informal and formal presentations
2. Job interviews
3. Verbal and non-verbal communication
4. Characteristics of highly effective and highly ineffective presenters/trainers
5. The TED commandments of effective presentations
6. Stage fright and confidence
7. Tips on digital presentations
8. Effective online and in-person meetings

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

<b>Date Approved by Education Council:</b>		<b>Date Approved by VCC Board (if applicable):</b>	
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