



# COURSE OUTLINE

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

**Course Name:** Technical Writing

**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 1201	<b>Course Number:</b>	HOSP 1660
		<b>Number of Credits:</b>	3.0

## Course Pre-requisites (if applicable):

HOSP 1610 Business Communication

## 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 assists students in developing the writing skills necessary for successful business and academic communication in the hospitality and tourism industry. Students apply skills needed to plan, write, and revise effective compositions, letters, memos, email messages, tweets, text messages, formal reports and academic research papers. Students will develop beginning research skills required for writing formal papers and reports.

**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, research and composition of written material

### **Course Learning Outcomes:**

Successful students will be able to:

1. Compose and edit standard business documents
2. Carry out research
3. Write an academic research paper
4. Document research and references using APA format
5. Write and edit resumes and cover letters
6. Critically analyze articles related to hospitality
7. Communicate in writing in various electronic modes

### **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	50	Assignments, quizzes
Project	50	Informative Business Report Academic Research Report
<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. Writing unbiased messages
2. Analyzing articles related to hospitality
3. Summarizing hospitality trends
4. Emails for a multi-cultural audience
5. Research outlines and drafts
6. Memos, letters and short reports
7. Terms and tone in correspondence
8. Resumes and cover letters
9. APA formatting

## **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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