



Communication for Hospitality Industry – COMC 110

Hospitality Management Diploma

Course Outline

COURSE IMPLEMENTATION DATE: September 2021
OUTLINE EFFECTIVE DATE: September 2021
COURSE OUTLINE REVIEW DATE: April 2026

GENERAL COURSE DESCRIPTION:

Students will be introduced to written and oral communication skills that focus on professional business correspondence for a variety of audiences and situations as required in the hospitality industry. Through an integration of reading, writing and verbal communication, students will also develop critical thinking skills and analysis of information.

Program Information: This course is required for the completion of the Hospitality Management Diploma.

Delivery: This course is delivered face-to-face.

COTR Credits: 3

Hours for this course: 60 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	15
Practicum / Field Experience Hours	
Other Contact Hours	
Total	60

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-Job Experience	
Formal Work Experience	
Other	
Total	N/A

Course Outline Author or Contact:

Anna-Marie Rautenbach, MBA

Signature

APPROVAL SIGNATURES:

Department Head
Erin Aasland Hall
E-mail: aaslandhall@cotr.bc.ca

Dean of Business and University Studies
Darrell Bethune
E-mail: bethune@cotr.bc.ca

Department Head Signature

Dean Signature

EDCO

Valid from: September 2021 – April 2026

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: Minimum 65% in either English 12, English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website)

Co-requisites: None

Flexible Assessment (FA):

Credit can be awarded for this course through FA Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Student should also contact an academic advisor at the institution where they want transfer credit.

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Guffey, M. E., Loewy, D., Almonte, R. (2019). *Essentials of Business Communication* (10th Edition). Nelson.

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to:

- Communicate verbally and in writing for business in a culturally diverse hospitality workplace;
 - Utilize a clear, cohesive, and effective communication process;
 - Describe the flow of information in a business environment with the focus on a hospitality setting;
 - Brainstorm & outline ideas, draft thoughts in written format, revise and finalize writing;
 - Acquire suitable primary and secondary research information to support their communication efforts;
 - Use critical thinking skills, infer meaning from resources, draw connections among ideas, evaluate arguments, and develop a response or reaction with a focus on hospitality topics;
 - Demonstrate proficiency in the use of suitable technology (e.g. word processing, spreadsheets, and presentation software for the hospitality industry) to process and present information;
 - Showcase communication and leadership skills in organizing, facilitating, and moderating a meeting related to the Hospitality industry;
 - Demonstrate application of APA writing style and format for all forms of documents; and
 - Critically reflect on experiences by recording thoughts in written and verbal format.
-

COURSE TOPICS:

Business Communication

- Communication defined
- Communication process
- Cultural awareness in communication
- Professionalism and collaboration
- Use of technology

Communication organization

- Grammatical use in English
- Planning the message
- Support the message
- Organizing ideas
- Revise and review
- Persuasive communication

Written communication

- Short business documents and formats, including email, letters & short reports (situational and researched)
- Research and present structured information
- Compare and contrast information to showcase understanding

Professional writing

- Finding relevant resources and critically analyze information
- Academic citation and reference styles

Professionalism and verbal communication

- Confidence and body language
- Presentation content preparation and execution
- Leadership in meetings
- Meeting documentation

See instructor's syllabus for the detailed outline of weekly readings, activities, and assignments.

EVALUATION AND ASSESSMENT (Face-to-Face Delivery):

Assessments	% of Total Grade
Class discussion and participation	10%
Lab	10%
Written business document assignment(s)	20%
Informative / training presentation(s)	20%
Persuasive verbal communication / presentation	10%
Midterm Exam	15%
Final Exam	<u>15%</u>
Total:	100%

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A course grade of "C-" or better is required for credit towards a diploma in Hospitality Management.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.