



Developing Leaders in Hospitality

Business Communication in the Hospitality and Tourism Industry (BCHT)

Course Overview and Syllabus

Overview

At this so called “age of communication”, the hospitality and tourism industry continues to be challenged by endless concerns related to communication.

The hospitality and tourism industry is people oriented, as it is focused on providing excellent service to target clientele. It also employs a vast manpower resource to get things done. In this service oriented industry, day to day work calls for continuous flow of information that should be delivered promptly, accurately and efficiently through the most appropriate medium. Constant interaction and close coordination among employees is a necessity. Teamwork is of utmost importance to be able to get things done promptly and according to standards, to satisfy guests and exceed their expectations. All these require effective communication. On the other hand, poor communication leads to low output and productivity, dissatisfied clientele, and at times, industry conflict.

This course, Business Communication in Hospitality and Tourism, is focused on the formal communication processes commonly used in the hospitality and tourism industry. Emphasis is given to channels of communication, the different medium and tools used in business communication and how each can be used effectively, and the practice and art of communication in the industry. It also covers verbal and nonverbal means of communication used in the business context, the use of technology in communication, the correct format of various business communication tools as well as public speaking.

There are 10 BCHT modules. Each module will contain the following activities which are explained in more detail below:

- ✓ Module Overview
- ✓ BCHT Seminar(s)
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ “a ha!” Moments

Module Overview

At the beginning of each module, always start with the Overview tab. It contains a module breakdown of requirements.

Seminars

When you click on Seminars, you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced –over, so make sure the volume of your computer is turned up. You can click Pause at any time, and replay a previous slide by using the PowerPoint navigation system. We encourage all participants to take notes and use them as study material for the midterm and final exams.

Quizzes

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on Quizzes and select the quiz that is in the same Module Folder as the seminar

you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. After you have successfully completed the quiz, you can return to the course materials to begin a new seminar.

Skill Builder Activities

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the instructions. **Each Skill Builder is worth 5 points.** Students receive 5 points for completing them and 0 points for an incomplete activity.

Online Discussions

The discussion forum allows students to reflect on their experiences and share these experiences with peers, online faculty and AHA course monitors. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post one reply or one response per discussion in order to earn the 5 points.

Module Progress

Once you click on a module inside your BCHT course, you will see a detailed overview of the required activities for each module. Some modules might have more than one requirement per activity so use this overview as a way to track your progress through each module.

Examinations

Two examinations will be given for this course: the midterm examination covers Modules 1-5 and the final examination covers Modules 6-10. After you have fully completed Modules 1-5, you will find your midterm exam located on the Module 5 progress checklist. After you have fully completed Modules 6-10, you will find your final exam located on the Module 10 progress checklist. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your midterm and final exams are automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the midterm and final to be activated.

Grading and Special Designation

A student must have a minimum grade of 70% to earn the BCHT certificate from AHA. **NOTE:** The BCHT course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the course will be computed based on the following criteria and weight distribution, for a total of 100%.

Grading Scale

Quizzes:	10%
Midterm Exam:	25%
Final Exam:	25%
Activities:	40% (Online discussions and skill builders make up this percentage)

“a ha!” Moments

At the end of each seminar you will be asked to watch what we call an **“a ha!” Moment**. What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the right customer service attitude. After each lesson, you will find the corresponding “a ha!” Moment in this tab within your BCHT classroom.

**Passport to Culture-“Inspiring Global Connections and Friendship”
Your Cultural Course Lab**

The cornerstone of AHA’s programs is the study of culture. Our foremost concern is to promote understanding and respect for different cultures - an important key to successful management and leadership in today’s multicultural industry.

Passport to Culture (PTC) can be considered your course *cultural lab* where you have the unique opportunity to travel the world with AHA enhancing your understanding and appreciation of others. Passport to Culture allows you to connect with others from around the world and participate in discussion forums that can make a difference in the way you think and feel about your global neighbors.

Extra Credit Points

PTC compliments your existing courses by allowing you to earn extra credit points for each stamp collected. The more activities and connections you make, the more stamps you receive in your passport. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect. Two points per stamp collected can be earned with a maximum of 12 extra credit points on your final grade.

Successful Completion and Issuance of AHA World Campus Certificate

Your instructor will inform you of the required completion dates. In addition, please check your homepage and course page for additional announcements regarding examination schedules. After you have completed your final exam, your score will be computed automatically and your final score will be generated. If you get a passing score, you will have the opportunity to print your online BCHT certificate.

Review seminar descriptions on next page...

Seminar Descriptions

M1 Business Communication Overview

This first module will provide you an overview of business communication and show you how technology has changed the way we communicate in the industry. You will also learn the various parts that are involved in the communication process and begin to understand why communication is complex and challenging.

M2 Channels of Communication

We communicate in many different ways. This module will define the four primary communication channels and the advantages and disadvantages of each. You will begin to practice when, how, why and where to properly use these channels in the industry.

M3 Elements of Communication: Non Verbal

Communication is determined not by how well we say things, but by how well we are understood. While we might think differently, in actuality our vocal and visual communication has more power than actually what we say verbally. In this module, you will learn the common myths and three main elements of communication.

M4 Elements of Communication: Verbal

While verbal communication has many advantages if done effectively, it can also have many disadvantages based on who you are talking to. In this module you will learn the six main elements of verbal communication and how they are used for successful communication in the industry.

M5 Effective Presentations

Public Speaking can be scary, however if you understand the three main goals of effective presentations (confidence, content and connection) it will be easier to implement each stage of developing a successful business presentation. In this module, you will learn detailed ways to create a presentation from start to implementation along with tools to help you enhance your overall speech.

M6 Written Communication

Written communication has changed over time due to technology advances. This module will give you the five specific steps for effective writing and give you tips and guidelines to enhance your own business writing through review and revise stages.

M7 and M8 Business Correspondence Part I and Part II

Today's advances in technology has allowed business correspondence to move from just letters to other types of short messages between two people or two correspondents. As a future hospitality professional you will be asked to create correspondence in many different situations. In these two modules, you will review helpful ways to successfully correspond your message through the following written communication documents or mediums: Email Messages, Text Messages, Memos, Logs, Formal and Informal Business Letters, Reports

M9 Enhancing your Listening Skills

How well do you actually listen when someone is speaking. In reality, we usually talk more than we listen. This module define how listening can enhance your overall verbal and nonverbal communication skills and give you ways to practice while showing empathy in the industry.

M10 Effective Business Reading

Many business leaders today are finding that frequent reading is one of the best ways to develop their vocabulary, improve comprehension and their overall communication. The more you practice your reading comprehension and business language the more you will be able to read large amounts of text without worrying too much about details or looking up vocabulary words. This module will list common strategies that can help you enhance your business language and comprehension for success as you grow within an organization.

Getting Started!

Personalized World Campus Login

If you are having trouble logging in using the login (your email address) and password sent to you from World Campus, please check with the faculty member in charge of your section. Only students who have been previously registered by your instructor online course monitor will have access to World Campus. Below is a description of the functions you will find on the blue navigation bar once logged in.

Home Page

When you log into World Campus, you will always be taken to your Home Page. All announcements and course updates will be posted here as well as your current discussions. It is important to check your announcements often for any changes or information that pertains to your overall successful completion.

My Courses

Each time you log into World Campus, you will need to click the “My Courses” tab and then click on the Hospitality Supervisor Certificate course. You will then be taken to your “classroom” which consists of the 8 HSC modules and their corresponding activities and assignments; Module Overview, HSC Seminars, Quizzes/Examinations, Skill Builders, Discussions and “a ha!” Moments.

My Account

The My Account tab allows you to view your transcript and update your profile. Feel free to update your profile at anytime, by adding updated information about your personal, academic and/or professional life. Please, just keep it appropriate for all faculty and student participants. After your course, take time to print your transcripts for your records.

My Transcript

The My Transcript tab allows you to track your progress for each of the graded activities. All of your scores will be located in your transcript. You are also able to print your transcript at any time for your own records.

Mailbox

You are required to check your mailbox frequently for any updates from AHA, your instructor or fellow participants. It is important to understand that your World Campus mail can only send and receive mail from fellow World Campus users. You will not be able to use this with people who are not participating in this course. Every time you receive a World Campus mail, you will receive the same mail in your regular email account. Please be aware that sometimes this may go to junk mail. We suggest that you check your “spam” regularly.

My Play Book

My Playbook is full of win-win strategies that will help you maximize your career and course success. AHA strongly encourages you to use the information in My Playbook to enhance your professional development skills. AHA’s iCoach will be referring to it as you go through each module.

Passport to Culture

The Passport to Culture tab is where you easily click to enroll into the program and begin making new friends from around the world. This is also where you can track the number of stamps and extra credit points you have earned to date.