COMC-110 – Communication for Hospitality Industry

University Arts and Science

Effective Term & Year: Fall 2022
Course Outline Review Date: 2026-04-01

Program Area: Arts, Humanities, and Social Sciences

Description:

Students will be introduced to written and oral communication skills that focus on both academic and professional business correspondence 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 Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Humanities

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	15
Practicum/Field Experience	
Co-op/Work Experience	

Other	
Total	60

Course Requisites:

- Earned a minimum grade of C+ (65%) in at least 1 of the following:
    - ENFP 12 – English First Peoples 12
    - ENST 12 – English Studies 12
    - ENGL090 – English – Provincial Level

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see https://www.bctransferguide.ca/ or https://transferalberta.alberta.ca . For more transfer credit information, please visit https://www.cotr.bc.ca/Transfer

All requests for course transfer credit from institutions in British Columba or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook 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 https://textbook.cotr.bc.ca/ *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) 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

- Business document formats, including email, letters & reports
- Reports (situational & researched) and proposals

- 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 Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% 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	15%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A minumum grade of C (60%) is required for credit towards a diploma in Hospitality Management.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will

consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at
https://cotr.bc.ca/about-us/college-policies/ and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.