Program

Fall 2022

HTM 103 Business Communications & Technologies

3 Credits, 45 Hours per week

Course Description

A skills-based approach to developing informal and formal business correspondence and communications commonly used in the hospitality and tourism industries. Topics include culturally appropriate verbal and nonverbal means of business communication strategies, the use of technology in communication, the correct format of various business communication tools, as well as public speaking.

Pre-requisites: HTM 100, HTM 101, HTM 102

Instructor

Rahul Paul
S-114
Rahul.Paul@keyano.ca

Office Hours

Mon – Thursday (10 am – 12 pm). Please schedule an appointment ahead of time with your instructor.

Hours of Instruction

6:00 pm – 7:50 pm (Monday and Wednesday)
6:00 pm – 8:20 pm (Tuesday and Thursday)

Required Resources

Communication –
Books
Guffey, M., Loewy, D., & Almonte, R. (2021). **Essentials of business communication** (10th ed.). Cengage Learning Canada Inc.
Hayes, David, K. et al. **Hotel Operations Management.** Available from: VitalSource Bookshelf, (3rd Edition). Pearson Education (US), 2016. Print ISBN: 9780134337623, 013433762X

EBOOKS

- *Business Communications* Business Communications Course Package | BCcampus
- *Professional communications, A common Approach to work-place writing,* **OER**
- https://openlibrary.ecampusontario.ca/catalogue/item/?id=68b5d817-406e-4ef7-b8f0-542e17c92c1b
- *Technical Writing Essentials, Introduction to Professional Communications in the Technical Fields,* **OER.**

- https://openlibrary.ecampusontario.ca/catalogue/item/?id=d7962501-4671-400e-a9c6-c616aa137691
- ***Business Communication for Success***
https://openlibrary.ecampusontario.ca/catalogue/item/?id=afdc00ca-a1ab-4877-a156-39f751739ca8
- ***Write Like a PR Pro : Why Writing Is Still Crucial in a Digital and Visual World***
- https://openlibrary.ecampusontario.ca/catalogue/item/?id=197b3a46-696f-4109-8028-10bfda33f558
- ***Writing for Success***
- *https://openlibrary.ecampusontario.ca/catalogue/item/?id=6ecb889c-69c3-418e-b534-e6ffe940f667*
- ***Communication at Work***
- *https://openlibrary.ecampusontario.ca/catalogue/item/?id=4a544748-bdcb-4a00-af48-e9c94d751831*
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Technology

EBOOKS
Custom eBook: COMP-1975, Business Computing, Red River College
eText ISBN: 9780176939502

Beginning Excel
https://openlibrary.ecampusontario.ca/catalogue/item/?id=3d593acf-d628-4b31-b363-29a352d8a76b

Hospitality & Tourism

Introduction to Tourism and Hospitality in BC, 2nd edition
https://openlibrary.ecampusontario.ca/catalogue/item/?id=f2ca7c14-80ac-4bc2-9728-066f3cb4afe1

Hayes, David, K. et al. Hotel Operations Management. Available from: VitalSource Bookshelf, (3rd Edition). Pearson Education (US), 2016
Print ISBN: 9780134337623, 013433762X

Additional Resources
Avoid Using Filler Words During Job Interviews | Hcareers
Answer These Personality Interview Questions Professionally | Hcareers
5 Steps to Better Virtual Body Language | Hcareers
How to Answer "What is Your Greatest Weakness?" [With Examples] | Hcareers
8 Valuable Skills all Entry-Level Job Seekers Should Have | Hcareers

In addition, check out these cool videos on disability
Disability Sensitivity Training Video - YouTube
Disability Awareness Presentation - YouTube
https://miro.com/app/board/uXjVO_1bY90=/?moveToWidget=3458764526232858896&cot=14

Course Outcomes

Upon successful completion of the course, the student shall be able to:

1. Use culturally appropriate language, industry and trade terminology, etiquette, format, tone and/or body language when communicating.
2. Propose communication strategies to accommodate persons with special needs.
3. Use appropriate technologies, software, and applications to complete tasks and enhance work performance (e.g., Microsoft applications).
4. Use appropriate technologies, applications, and software to prepare and deliver effective presentations to promote hospitality products, services, and total customer experiences.
5. Contribute to updating and responding to online and digital content to support the quality, delivery and timeliness of internal and external communications and customer experiences.
6. Compile basic online research to respond to customer queries.
7. Determine the reliability, authority, relevance and currency of information and information sources.
8. Monitor account settings to create and maintain a professional online presence (e.g., Facebook, LinkedIn, Twitter, etc.).
9. Prepare informal and formal correspondence.
10. Demonstrate competency with Microsoft applications (excel, word, ppt).
11. Differentiate technology platforms and information systems specific to relevant industry specializations, such as reservations, point of sale (POS), property management, and inventory systems.

Evaluation

Discussion Forums (10% x 2)   -   *20%*

Assignments # 1 (20% x 1)   -   *20%*

Assignment # 2 (15% x 1) –   *15%*

Microsoft Office Workshop -   *5%*

Assignement#3 – Group Project (40% x 1)   -   *40%*
                                   _____
                                   100%

A grade of C- is required for progression.

The minimum standard for passing this course is a grade of D (50%).

Students must achieve an average of 50% on the midterm and the final exam in order to pass the course and an overall average in the course of 50% (D).

Grading System

A grade of C- is required to pass this course.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent (90% - 100%)	A+	4.0	99 – 100
	A	4.0	95 – 98
	A-	3.7	90 – 94
Good (75% - 89%)	B+	3.3	85 – 89
	B	3.0	80 – 84
	B-	2.7	75 – 79
Satisfactory (60% - 74%)	C+	2.3	70 – 74
	C	2.0	65 – 69
Minimum Pass	C-	1.7	60 – 64
	D+	1.3	55 – 59
	D	1.0	50 – 54
	F	0.0	0 – 49

Proposed Schedule
See the class schedule, topics, and readings as attached.

Please Note:

Date and time allotted to each topic is subject to change.

Performance Requirements and Student Services

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete any required forms including forms for Withdrawal or Change of Registration. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar. The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as one's own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Collusion or the unauthorized collaboration with others in preparing work,
- The deliberate misrepresentation of qualifications,
- The willful distortion of results or data,
- Substitution in an examination by another person,
- Handing in the same unchanged work as submitted for another assignment, and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies. To ensure your understanding of plagiarism, you may be required to successfully complete an online tutorial and submit the certificate of completion.

Online Learning

Technology and internet connectivity will impact your online learning experience. You may need to watch online videos, take online quizzes. and participate in live online classes. Live/virtual classes will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your Keyano username and

password. Keyano College operates in a Windows based environment, and having the correct tools for online learning is important. Here's a list of recommended system requirements.

Internet Speed

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with Speedtest by Ookla.

Computer System Requirements

Microsoft Windows	Apple (Mac)

Minimum Requirements:
1. Windows 10 Operating System or above
2. 4GB of RAM
3. 10GB available hard drive storage space
   a. Install the Microsoft Office 365 suite (~3GB)*****
4. Microphone, webcam, and speakers (All modern laptops have these three accessories built in.)
5. Windows has built-in anti-virus/malware software. It is important to regularly install system updates to keep your device secure.
*Microsoft Office 365 is free to Keyano students.
	Minimum Requirements:
	1. Mac Operating System 10.14 (Monterey) or above
	2. 4GB of RAM
	3. 10GB available hard drive storage space
	   a. Install the Microsoft Office 365 suite (~3GB)*****
	4. Microphone, webcam, and speakers (All modern laptops have these three accessories built in.)
	5. Mac has built-in anti-virus/malware software. It is important to regularly install system updates to keep your device secure.
	*Microsoft office 365 is free to Keyano students.

Recommended Upgrades • 8GB of RAM • Regularly back-up or synchronize your files, locally or with a cloud-based storage option. OneDrive is the cloud-based storage option free to students after setup of KeyanoMail and Microsoft 365.	**Recommended Upgrades** • 8GB of RAM • Regularly back-up or synchronize your files locally or with a cloud-based storage option. OneDrive is the cloud-based storage option free to students after setup of KeyanoMail and Microsoft 365.
Tablets, iPads and Chromebooks are **not** recommended as they may not be compatible with testing lockdown browsers and Microsoft Office 365.	

Specific Department Requirements

Business and OA programs require Windows 10.
Other programs may utilize Windows based tools as well.

Computer Software

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials by clicking here.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to share, distribute, publish or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The Academic Integrity Policy provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.

Specialized Supports

The Student Services Department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano. In light of the Covid-19 pandemic, implementation of student supports will align with current government restrictions. Both in-person and virtual services will be offered. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and we will do our best to accommodate your needs.

Accessibility Services: provides accommodations for students living with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility supports and to book an appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes.Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Wellness Services: offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. Students may access services virtually and in-person. Wellness Services welcomes students to participate in any of the group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety. Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to support you both online and in-person

throughout the semester. Librarians offer individual and small group appointments which can be booked using the online Book A Librarian calendar. The Library provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online Subject Guides. To begin your research and access citation guides (APA, MLA, Chicago, or IEEE) visit the Research Help page. The Library's collections (including both print and online materials) are searchable using OneSearch.   To support students in their access and use of technology, the Library offers a Loanable Technology collection. For an up-to-date list of technology available for borrowing visit the Library's Loanable Technology webpage. For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or chat with us online.

Academic Success Centre: The Academic Success Centre is a learning space in the Clearwater Campus (CC-119) at Keyano College. Students can gather to share ideas, collaborate on projects, get new perspectives on learning from our Academic Content Specialists, or use the Centre's educational resources. The goal of the Academic Success Centre is to foster a student's ability to learn effectively and independently. To that end, the Academic Success Centre provides academic support services to students registered in credit programs at Keyano College in the form of individual tutoring, writing support groups, facilitated study groups, workshops, and study space. Students registered at Keyano College are welcome to drop by the Centre to visit with any of our Academic Content Specialists to discuss their academic concerns. Services are **free** to Keyano students. Academic Content Specialists are available in the areas of Math, Science, Human Services, and English/Humanities. This covers all courses offered at Keyano. For the most up to date information on how to book a session, please view the Keyano Academic Success Centre homepage. Our hours of operation are Monday to Friday, 8:30 a.m. to 4:30 p.m. Flexible times may be available upon request. We offer virtual and in-person sessions.

Academic Success Coach: The Academic Success Coach offers you support and access to resources to succeed in your studies. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during blended service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

Authorization

This course outline has been reviewed and approved by the Program Chair.

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[First Name, Last Name], Instructor

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[First Name, Last Name], Chair   Date Authorized

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[First Name, Last Name], Dean   Date Authorized

Signed copies to be delivered to:
Instructor

Registrar's Office