

HTM 103 Business Communications & Technologies

3 credits, 45 hours lecture

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 and Co-requisites

None

Course Learning Outcomes (CLOs)

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

CLO1 Use culturally appropriate language, industry and trade terminology, etiquette, format, tone and/or body language when communicating.

CLO2 Propose communication strategies to accommodate persons with special needs.

CLO3 Use appropriate technologies, software, and applications to complete tasks and enhance work performance (e.g., Microsoft applications).

CLO4 Use appropriate technologies, applications, and software to prepare and deliver effective presentations to promote hospitality products, services, and total customer experiences.

CLO5 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.

CLO6 Compile basic online research to respond to customer queries.

CLO7 Determine the reliability, authority, relevance and currency of information and information sources.

CLO8 Monitor account settings to create and maintain a professional online presence (e.g., Facebook, LinkedIn, Twitter, etc.).

CLO9 Prepare informal and formal correspondence.

CLO10 Demonstrate competency with Microsoft applications (excel, word, ppt).

CLO11 Differentiate technology platforms and information systems specific to relevant industry specializations, such as reservations, point of sale (POS), property management, and inventory systems.

Evaluation

Assessment Type	Percentage
Discussion Forums	20%
Assignments and projects	75%
Microsoft Office Workshop	5%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

All Rights Reserved: No part of this course outline may be reproduced or resold without Keyano College's written permission.