

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Communication

Subject: Communication Skills

Period: Semester 1

Lecturers:

Ms. Kate Hart

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MODULE: SOCIAL SCIENCES FOUNDATIONS

AREA: COMMUNICATION

SUBJECT: COMMUNICATION SKILLS

CODE: BA1COM

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 1

CREDITS: 6 ECTS

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## 1. Objectius de l'assignatura

This subject focuses on the fundamental principles of business communication and gives students the opportunity to develop their oral and written communication skills and will enable them to take the first steps towards building their own professional presence. Students will examine the differences between business communication and personal and social communication and will see how today's companies are incorporating mobile technologies into the workplace and how they are dealing with the challenges these new technologies present.

The course will give students valuable insights into ethics, etiquette, listening, teamwork and critical thinking and they will learn effective strategies for the many types of communication challenges they will face in the workplace. They will examine the theory behind the writing process in a business context and put it into practice by preparing both formal and informal business messages. They will also learn how to become effective public speakers by concentrating not only on their message but also on verbal and non verbal language at the same time as learning how to control their nerves.

## 2. Competències desenvolupades

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### **General**

G04 - Knowledge of yourself: be able to read your emotions and judge their impact, and be able to control them and your negative emotions. Understand your strong points and your limitations and apply these to the professional environment.

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities. Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G06 - Interpersonal Empathy/Comprehension: understands other people's emotions, understands their points of view and is genuinely interested in their concerns.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to discover and satisfy their needs.

### **Specific**

E19 - Convert an empirical problem into research and draw conclusions.

## **3. Contingut**

Session 1: "Your content is King. Let office tools do the rest for you." Introduction to Microsoft Word and referencing tools. Albert Fornells . Related material: Material provided on moodle.

Session 2: Defining communication. What it means to communicate as a professional in a business context. Describe the communication process model. How social media is changing the nature of business communication. Outline the challenges of mobile communication in business.. Related material: Material provided on moodle.

Session 3: Developing your professional presence. Are you a good communicator? How to be professional and adaptable. Analysing a miscommunication. Class activity: Have you ever been misunderstood? . Related material: Material provided on moodle.

Session 4: Working with others: interpersonal and team communication. What listening skills will help you to communicate better with others? How can you help others to listen well when you speak? How to avoid conflict in the workplace. . Related material: Material provided on moodle.

Session 5: Working with others: How can you improve communication with people from other cultures? How can you work effectively as a team and use your own skills to complement each other? Class activity: Analysing team talent. . Related material: Material provided on moodle.

Session 6: Managing the Communication process: Use the three step process - ACE - to communicate. What are the benefits of analysing, what is involved in composing, how does evaluating improve your

communication? . Related material: Material provided on moodle

Session 7: Managing the communication process. How to manage collaborative writing, writing direct and indirect messages, designing a professional format and delivery. Critical thinking: choosing the correct writing style to make an informal proposal. . Related material: Material provided on moodle.

Session 8: Managing the communication process. How to write e-mails for mobile devices, how does evaluating improve your communication? Using concise wording and evaluating your tone. . Related material: Material provided on moodle.

Session 9: Managing the Communication process: Selecting the best medium for your messages, drafting content, evaluate for correctness to increase credibility, reviewing feedback. . Related material: Material on provided on moodle.

Session 10: Managing the communication process - reviewing the theory. . Related material: Material provided on moodle.

Session 11: Partial exam 1: The theory of communication. . Related material: Material provided on moodle.

Session 12: Finding and evaluating business information. How do you determine what information you need? How do you conduct research on line and in print? How do you conduct primary research? Conducting team based research: Students work as a team to research a topic. . Related material: Material provided on moodle.

Session 13: Finding and evaluating business information. Using an online survey platform, how to be an ethical researcher, how to use social media in your research. In class activity: locating quality sources. . Related material: Material provided on moodle.

Session 14: Preparing business reports. How ACE can help you to write a business report. What types of reports are there in the business world? How can you integrate graphs into your report writing? . Related material: Material provided on moodle.

Session 15: Preparing business reports: How should you document your research. Writing reports as a team. Referencing styles. . Related material: Material provided on moodle.

Session 16: Preparing and delivering presentations. What do you analyse when planning a presentation? How do you compose the presentation? Using ACE to prepare your presentation. . Related material: Material provided on moodle.

Session 17: Guest speaker. Students have the opportunity to listen to a talk from a guest speaker from the industry and to have a question and answer sessions with them. . Related material: Material provided on moodle.

Session 18: Planning and delivering presentations: Using your voice - stress, emphasis, intonation. How to evaluate your delivery. . Related material: Material provided on moodle.

Session 19: Guest Speaker: Students have the opportunity to hear a talk from guest speaker from the industry and to ask them questions. . Related material: Material provided on moodle.

Session 20: Preparing and delivering a presentation: The use of body language and non verbal language. Controlling your nerves. Individual presentations. Avoiding plagiarism in presentations, using

creative handouts, the pros and cons of Prezi. . Related material: Material provided on moodle.

Session 21: Preparing and delivering presentations: Handling questions and answers. Meeting audience expectations. Individual presentations. . Related material: Material provided on moodle.

Session 22: The theory of communication. Run through of final oral presentations with video and group feedback. . Related material: Material provided on moodle.

Session 23: Run through of final presentations with video and group feedback. . Related material: Material provided on moodle

Session 24: Final Oral Presentations . Related material: Material provided on moodle

#### 4. Metodología de l'ensenyament

**Plenary Lectures.** Plenary lectures: Presentation of content by presentation or explanation by a lecturer or guest expert on the subject (possibly including demonstrations)

**Student Presentations (individual or group).** Presentation exercises on specific content assigned to a student or group of students who need cooperative work for completion.

**Self-study or Study Groups.** Study related to content. This may include the following activities: study for examinations, library work, and problem solving exercises.

**Readings.** Reading academic texts for critical thinking in order to draw conclusions from the text analysed.

**Practical Exercises.** Students undertake practical exercises to develop their understanding of how an argument is developed by doing group activities and presenting results.

**Debates.** Students debate topics taking one side of the argument and developing it orally before working on it in a written context.

#### 5. Activitats d'avaluació

##### Regular examination call

- **Theory exam. (Oct, 16/2019)**

Partial exam (Individual - 25%)

Evaluated competences: B1, B2, B4, B5, G6, G7

- **Business report. (Nov, 04/2019)**

Academic Work (Individual - 25%)

Evaluated competences: B1, B2, B4, B5, G6

- **Case Study (Dec, 02/2019)**

Case analysis (Group - 25%)

Evaluated competences: B1, B2, B4, B5, G5, G6, G7, G10, E19

• **Group Presentation. (Dec, 04/2019)**

Academic Work (Group - 25%)

Evaluated competences: B1, B2, B4, G4, G6, G7

The subject will be delivered in English. Students are encouraged to participate in English, but are welcome to use the language they feel most comfortable in and may hand in assessments in the language of their choice (English or Spanish). No preference will be shown, and participation will be of utmost importance.

The grade is calculated if the student obtains an average overall grade for the four evaluated activities of 5. In the case that a student fails the subject with less than an average grade of 5 they must retake the activity/activities in which they obtained a grade lower than 5. If the student has to retake either the business report or the case study these must be uploaded onto moodle on the day of the resit exam. In the case that the student has to retake the presentation and/or the theory exam, these will be done individually on the day of the resit exam. Students should contact their lecturer who will inform them of the details of the retake exams.

**Resit examination call**

• **An oral presentation. (Jan, 22/2020)**

Final exam (Individual - 25%)

Evaluated competences: B1, B2, B3, B4, B5

• **A business report. (Jan, 22/2020)**

Academic Work (Individual - 25%)

Evaluated competences: B1, B2, B4, B5, G6

• **Theory exam. (Jan, 22/2020)**

Final exam (Individual - 25%)

Evaluated competences: B1, B2, B4, B5, G6, G7

• **Case study (Jan, 22/2020)**

Academic Work (Individual - 25%)

Evaluated competences: B1, B2, B4, B5, G5, G6, G7, G10, E19

The subject will be delivered in English. Students are encouraged to participate in English, but are welcome to use the language they feel most comfortable in, and may hand in assessments in the language of their choice (English or Spanish). No preference will be shown, and participation is of utmost importance.

The grade is calculated if students obtain an average total grade for the evaluated activities of 5. The maximum average grade in the final retake grade is 6. Students will be asked to upload the case study and/or the business report onto moodle on the day of the resit exam and should contact their lecturer beforehand for the information. The oral presentation and theory exam will be done on the day of the resit exam.

### **Repeating students without attendance: regular examination call**

- **A business report. (Dec, 16/2019)**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B4, B5, G5, G6, G7, G10, E19

- **Oral presentation. (Dec, 16/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6

Repeating students may find all material, tasks and guidelines on the Moodle site. Please consult with the lecturer as to guidelines for retaking this subject without being able to attend lectures. It is the student's responsibility to arrange to contact the lecturer at the beginning of the semester in order to obtain information about the content for retake.

Students must obtain an average overall grade of 5 in order for the grade to be calculated. In the case that a student has failed the subject, the student must retake all evaluated activities with less than a 5. The business report must be uploaded onto moodle on the day of the exam.

### **Repeating students without attendance: resit examination call**

- **Oral Presentation. (Jan, 22/2020)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B4, B5, G5, G6, G7, G10, E19

- **A business report. (Jan, 22/2020)**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B4, B5, G5, G6, G7, G10, E19

Repeating students will find all material, tasks and guidelines on the Moodle site. Please consult with the lecturer as to guidelines for retaking this subject without being able to attend lectures. It is the student's responsibility to arrange to contact the lecturer at the beginning of the semester in order to obtain information about the content for retake.

Students must obtain a minimum average overall grade of 5 for all of the evaluated activities. The business report must be uploaded onto moodle on the day of the resit exam. The maximum average grade in the resit exam is 6.

### **Follow-up meetings**

Week 3 (Sep, 25/2019), 10.00

Week 7 (Oct, 21/2019), 10.00

Week 13 (Nov, 25/2019), 10.00

## **6. Bibliografia**

### **Mandatory readings**

Anderson, C., (2013) Harvard Business Review How to Give a Killer Presentation.

Bovee, Courtland L., Thill, John V., (2013) Excellence in Business Communication

Canavor, N., Meirowitz, C., (2009) The Truth about the new rules of Business Writing

Schwom, B., Snyder L., (2019) Business Communication. Polishing your professional presence. (4th edition).

### **Recommended readings**

Victorino, L., Bolinger, A., Verma, R. (2012) Service scripts and authenticity. Insights for the hospitality industry. Cornell Hospitality Report, 12 (13), 5-13.

O'Leggett, B., (2006) Developing your Persuasive Edge IESE Business School Spain Ediciones Universidad de Navarra (EUNSA)

Tannen, D. (1995) The Power of Talk: Who Gets Heard and Why USA Harvard Business Review

Morgan, N., (2009) Trust Me Four Steps to Authenticity and Charisma.

## **7. Professorat**

**Ms. Kate Hart** (Head lecturer) - [kate.hart@htsi.url.edu](mailto:kate.hart@htsi.url.edu)

Contact hour: Mondays from 11hs - 12hs in Room 312

Kate has been in Barcelona since 2002 and joined HTSI in 2011 as a lecturer on the four year undergraduate program also working as Coordinator of the English Department from 2015 - 2017. She is currently teaching on the Communication Skills and Academic Writing undergraduate courses. She has



a First Class Honours degree in European Languages and Business from Leeds Beckett University, England, and has been teaching for more than 25 years in Argentina, Chile and Spain. She runs her own training company which specialises in providing in-company training for professionals in all sectors and her main focus is on helping clients to communicate effectively and efficiently in an international environment. She specialises in giving workshops on Communication and Presentation skills.

## 8. Observacions

Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

Academic norms and regulations are an obligation for all the members of the academic community in the faculty.

Material: Students are expected to come prepared for lectures. Failure to do so may result in students being asked to leave class.

BA1COM will be delivered in English. Students are encouraged to participate in English but are welcome to use the language they feel most comfortable, and may hand in assessments in the language of their choice (English or Spanish). No preference will be shown.

Attendance: Students must attend a minimum of 70% of classes. Failure to do will result in students failing the subject and going straight to the retake exam. Each student is responsible for making sure they cover the material of lectures missed and ensure that they are aware of evaluations and work to be handed in.

Evaluations missed in lectures are a 0 and will not be repeated.

Plagiarism: This is a very serious offence, subject to disciplinary action, as determined by the Bachelor Degree Academic committee.

Mobile phones, smart phones and other electronic devices must be turned off in class unless authorised by the teacher for use as a reference tool