

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2017-2018

Teaching guide

Area: Communication

Subject: Communication Skills

Period: Semester 1

Lecturers:

Mr. Geoffrey Vito Belligoi
Ms. Katharine D'Amico

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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

1. Subject objectives

This subject will focus on oral and written communication skills and skills in getting across key messages in presentations, defenses and debates, in dealing with skills in constructive team work and negotiation skills, fundamentals in leadership and project management, cross cultural communication for Tourism & Hospitality as well as readings and referencing in written academic English, to prepare students for HTSI Guidelines in the Bachelor Degree and final dissertation oral and written defense. This course is to enable students to strengthen and fine tune communication skills in English for professional, powerful, persuasive presentations, with a view to mastering persuasive, authentic speaking as well as improving leadership competencies. These competencies are necessary for the degree program as well as after the students graduate. This course analyses language and structure of presentations, developing strategies in English for multicultural audiences, regardless of level, recognising patterns as well as verbal, non-verbal and emotional elements to communication, and techniques in overcoming fear will be included. Through helpful guidelines, clear explanations and engaging activities, students will consolidate skills in communication and thus help them during their undergraduate studies as well as for a successful transition into the professional environment.

2. Competencies developed

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

E11 - Plan and manage human resources in tourism organizations.

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

3. Content

Session 1: Presentation by lecturers, methodology, the Social Brain, what communication skills does the Tourism & Hospitality Industry require? group work guidelines & formation / SWOT activity, evaluated tasks, rubrics and guidelines, glossary of terms. participation, class norms, Language use in class and tasks .

Session 2: Foundations and Theory on Communication.

Session 3: The Harvard referencing process: Guidelines How to cite sources, indirect quotes, direct quotes, how to create your list of references .

Session 4: Proxemics, haptics, Stanislavsky, Grice's Maxims, NLP and the Limbic Center of emotions, Kincaid & Convergence, Albert Mehrabian, , What are Tourism & Hospitality Managers looking for?.

Session 5: What makes a word real? Authenticity and Charisma Liquid Society, Authenticity and Charisma Aligning verbal & no-verbal conversations and power words.

Session 6: Oral Presentations and Public Speaking Delivery, Audience, organisation and planning, pacing, techniques, emphasis, persuading, Techniques Using your voice Linking ideas Maintaining interest Dealing with questions The Elevator Pitch Communication: Crafting Messages that Stick .

Session 7: Verbal & Nonverbal language, audit of personal style, and coaching for improved effectiveness Using English as a tool for communication: strategies, power points, prezis..

Session 8: The Summary: What is a paragraph? The value of ideas & Structure Academic Texts, Topic

sentences, Identifying key arguments .

Session 9: Practical exercises: What is a paragraph? The value of ideas & Structure Academic Texts, Topic sentences, Identifying key arguments. FILM: 12 Angry Men.

Session 10: Identifying key arguments. FILM: 12 Angry Men. Project Management and Leadership.

Session 11: Leadership & Project Management.

Session 12: Cross Cultural Communication, Stereotyping, Ethnocentrism, Hofstede model. .

Session 13: Cross Cultural Communication, Stereotyping, Ethnocentrism, Hofstede model. .

Session 14: Leadership and Project Management.

Session 15: Tutorials & Guest speaker.

4. Teaching methodology

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

Practical Exercises. Practical Exercises: Performing exercises on the material that you work on in the subject area, supervised by the lecturer, that can be done individually or in groups, whose monitoring can either be done through virtual environments or in person.

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

Working individually or in groups. study related to content. This may include the following activities: study for examinations, library work, and problem solving exercises.

Readings. Reading proposals aimed at broadening and strengthening the information and content of the subject material

5. Assessment activities

Regular examination call

- **Session Exercises. Guest Speaker summary**

Supervised project (Individual - 20%)

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

- **Academic Summaries. , In-text Referencing, Cohesion. Quoting and Paraphrasing.**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4

- **Leadership & Project Management Task. Written competencies**

Supervised project (Individual - 25%)
Evaluated competences: B1, B2, B4

- **Oral presentation pitch 10 minutes**

Partial exam (Group - 20%)
Evaluated competences: B1, B2, B4

- **Communication Theory Test**

Partial exam (Individual - 20%)
Evaluated competences: G7, G6

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

Minimum grade Students must obtain a minimum grade of 5 on each evaluated assessment. In the case that a student has failed, or has a grade less than 5 on any assessment they will be evaluated as N/A and will miss the regular exam call. The student must resubmit all assessments with less than a grade 5 at the extra exam call.

Resit examination call

- **Summaries, Leadership & Project Management task**

Academic Work (Individual - 50%)
Evaluated competences: B1, B2, B3, B4, B5, G6

- **Oral Pitch, Communication Theory Test**

Final exam (Individual - 50%)
Evaluated competences: B1, B2, B3, B4, B5, G6

Minimum grade Students must obtain a minimum grade of 5 on each evaluated assessment. In the case of various tasks on one theme, the student must obtain a 5 in the average overall. In the case that a student has failed, the student must resubmit/redo all assessments less than a grade 5 as well as the extra exam at the extra exam call date. All assessed group work which the student has failed must be done individually

Repeating students without attendance: regular examination call

- **Summaries, Leadership & Project Management task**

Academic Work (Individual - 50%)

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

- **Oral Pitch, Communication Theory Test**

Final exam (Individual - 50%)

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

Repeating students may find all articles and tasks and guidelines on the Moodle site. Please consult with lecturers as to guidelines for retaking BA1COM 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.

Repeating students without attendance: resit examination call

- **Summaries, Leadership & Project Management Task**

Academic Work (Individual - 50%)

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

- **Oral Pitch and Communication Theory test**

Final exam (Individual - 50%)

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

Repeating students may find all articles and tasks and guidelines on the Moodle site. Please consult with lecturers as to guidelines for retaking BA1COM 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.

Follow-up meetings

Week 3 (Sep, 28/2016), 10:30

Week 7 (Oct, 19/2016), 10:30

Week 13 (Dec, 05/2016), 10:30

6. Bibliography

Mandatory readings

HTSI Referencing Guide

Morgan, Nick (2009) Trust Me Four Steps to Authenticity and Charisma Jossey-Bass

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

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

O'Leggett, Brian. (2006) Developing your Persuasive Edge IESE Business School Spain Ediciones Universidad de Navarra (EUNSA pages 13-31)

Bagley, E, & Lanz, L 2014, 'PREPARING YOUR HOSPITALITY EXECUTIVES & STAFF FOR EFFECTIVE CORPORATE COMMUNICATION: PREPAREDNESS VERSUS DAMAGE CONTROL', HVS Global Hospitality Report, pp. 1-14, Hospitality & Tourism Complete, EBSCOhost, viewed 11 June 2015.

Gottfridsson, Patrik (2014) Service Development in Small Companies: A Communication and Learning Process Emerald Insight Journal of Small Business and Enterprise Development Vol 21 No 3 pages 489-504

Anthony, R., Loveman, G., Schlessinger, L. (1993) Euro Disney: the first 100 days. Harvard Business School, 2-23.

American Marketing Association Annual Meeting, 1973. New York, (1974). Think strawberries, J. Lavenson. New York, Saturday Evening Post.

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

Ollila, J., 2014. The Art of the Airline Apology [online] Available at <http://www.theloyaltylobby.com> [Accessed August 2014].

Kivela, J., Go, F. (1996) Total Quality Management Transfer: A case of Hong Kong Hotels. Asia Pacific Journal of Human Resources. 34 (1), 63-76

Visit Britain (2009) Welcome and Visitor Experience [internet], available at [Accessed 20 September 2014].

Pingitore, G., Huang, W., Greif, S. (2013) Lost in Translation: Cross-cultural Differences in Hotel Guest Satisfaction. Cornell Hospitality Industry Perspectives, 3 (2), 4-14.

Tripp, T., Grégoire, Y. (2011) When unhappy customers strike back on the internet. MIT Sloan Management Review (52303) 1-10.

Hill, R. (2015) Running Effective Meetings [internet], available at [Accessed June 24 2015].

7. Lecturer/s

Mr. Geoffrey Vito Belligoi (Head lecturer) - geoff.belligoi@htsi.url.edu

Contact hour: Mondays and Thursdays 15.00 - 16.00

Ms. Katharine D'Amico - katharine.damico@htsi.url.edu

Contact hour: Mondays - Fridays 15:00 - 16:30

B.A. Honours Degree in French and Italian Philology by Bishop's University, Sherbrooke, Quebec, Canada, and a Master Degree in Linguistics, Translation and Interpretation by Concordia University, Montreal, Quebec, Canada, PhD candidate in Attitudes, Orientations and Motivations in Second and Third Language Acquisition at Leeds Beckett University UK. She has several years experience in translation, teaching and interpretation. She joined at HTSI-URL in 1998, where she currently lectures on the four-year undergraduate program in neurolinguistics and communication, and Personal and Professional Skills for graduates. She is a consultant and guest lecturer on public speaking and pitching, in Travel Click (2014) Cola Cao (2016) and La S a l l e M a s t e r D e g r e e i n M o b i l e B u s i n e s s (2 0 1 6) , judge in the ESADE MBA Elevator Sales Pitch Competition in the Global Sales Strategies course and lecturer in the ESADE 2016 summer intensive program for Presentation Skills and Public Speaking. Translator for TED and collaborator as an official translator in Spain, and with www.innoxperts.com on netnography research and semantics. Mentor at WAYRA Telefonica and Telefonica Open Futures for Investor Pitches, working with more than 300 startups in Madrid and Barcelona, among which Geenapp www.geenapp.com; Made of Genes www.madeofgenes.com, Emotions-ar: www.emotions-ar.com Marketeer, <https://marketeer.co> Visual Tagging www.visual-tagging.com Avuxi www.avuxi.com First Vision www.firstvision.com Dunforce <https://twitter.com/getdunforce>; smArDS www.smards.net and The Things.io <https://thethings.io>. Mentor and Lecturer in Corporate Pitching in the ESADE Executive MBA in Entrepreneurship in Madrid and Barcelona, as well as Mentor for ESADE BAN Business Angels Network, the RESPOSL Foundation and ESADE Alumni Professional Development.

8. Observations

* 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 is 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, Spanish or Catalan). No preference will be shown.

? Attendance: Each student is responsible for making sure they cover the material of lectures missed. Evaluations missed in lectures are a 0.

? 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

for specific exercises

A 70 % of attendance is mandatory if not the lecturer will decide on how to proceed, an option could be not to evaluate the student.