

MODULE: BUSINESS COMMUNICATIONS

Code: BAIH-1-1-09
Unit Title: Business Communications
Semester: B1
Stage: 1
Themes: Personal Development Skills
Number of Credits: 4 semester credits / 6 quarter units

INTRODUCTION

As a service industry, the Hospitality Industry imposes maximum demands on those supplying the service to communicate clearly with their clients and customers. These communication skills require the development of listening, oral and written skills. Given the international nature of hospitality, both in terms of staffing and customers, students for whom English is not their mother tongue will benefit additionally from the programme's delivery through English.

AIMS

- To enable students to develop the four key areas of communication ie, reading, writing, speaking and listening within a business context.
- To improve students' ability to comprehend business/academic texts.
- To present written/verbal information in a clear and concise format
- To expand students' grammar, understanding and usage of English
- To develop and strengthen students' communication skills with internal and external customers.

LEARNING OUTCOMES

On completion of this module successful students will be able to:

- Use communication effectively and professionally in oral and written form in business and social situations related to the hospitality industry
- Select and present information in a variety of different formats
- Relate language and culture to hospitality services such as Food & Beverages.
- Use a specialised vocabulary pertaining specifically to the hotel industry.
- Interact as well as give and receive information at each level of business enquiry.

SYLLABUS

Fundamentals of Language

- Grammar
- Sentence Structure
- Punctuation
- Style
- Expression

The use of Language

- Vocabulary and working with words

- Pronunciation of words and expressions
- Spelling
- Business Usage of language

Reading Skills

- Comprehension Reading & Learning (PSQ5R) Purpose, Survey-skim, Question, i) Read selectively, ii) Recite, iii) Reduce-record, iv) Reflect, v) Review
- Context Clues and Signal words
- Dictionary skills
- Critical Reading
- Study Skills

Writing skills

- Sentence, paragraph structure and use of language in formal and informal writing formats
- Essay writing – use of language in creative writing formats
- Report writing skills – use of language in formal writing formats
- Reference and citation skills
- Note-taking skills

Oral/Presentation skills

- Speech, informative, persuasive, emotive language in presentations
- Speed of delivery
- Tone and Expression, formal and informal language

Listening skills

- Active Listening vs Passive Listening
- Listening Comprehension – understanding facts, information, details tone and expression in language
- Listening Purpose – understanding persuasive, informative, emotive, formal and informal language
- Good listening vs bad listening skills

WORKLOAD

Contact:	30 hours
Directed Learning:	45 hours
Independent Learning Time:	45 hours

Total **120 hours**