

HOSPITALITY COMMUNICATION**Course Code : 321005****Programme Name/s : Hotel Management & Catering Technology****Programme Code : HM****Semester : First****Course Title : HOSPITALITY COMMUNICATION****Course Code : 321005****I. RATIONALE**

Achieving success in work place is closely associated with the ability to communicate effectively both in the work place and outsiders. Right from identifying a problem till developing relationships-all these activities call for effectiveness and efficiency in communication. This course will develop communication skills of students and they will be able to communicate with confidence. After learning the "communication process" students will be able to identify conditions favorable for communication. This course will also focus on technical communication both oral and written. This course will also emphasize on basic and applied language skills useful for the study of technical courses and communication skills which are the capabilities needed for professionals. Students can explore the significance of non-verbal clues and cues to understand others in professional and personal life.

II. INDUSTRY / EMPLOYER EXPECTED OUTCOME

The aim of this course is to help the student to attain the following industry identified outcome through various teaching learning experiences: IEO1 Communicate effectively in the hotel industry.

III. COURSE LEVEL LEARNING OUTCOMES (COS)

Students will be able to achieve & demonstrate the following COs on completion of course based learning

- CO1 - Identify the basic processes and concepts of communication
- CO2 - Use of appropriate strategies to avoid barriers for effective communication.
- CO3 - Develop listening skills for better communication
- CO4 - Interpret the verbal and nonverbal communication and elaborate the forms of non verbal communication

IV. TEACHING-LEARNING & ASSESSMENT SCHEME

Course Code	Course Title	Abbr	Course Category/s	Learning Scheme						Credits	Assessment Scheme										Total Marks
				Actual Contact Hrs./Week			SL	LH	NLH		Paper Duration	Theory			Based on LL & TL		Based on SL				
				CL	TL	LL						Total	Practical		SLA						
													FA-TH	SA-TH	FA-PR	SA-PR	Max	Min	Max	Min	
321005	HOSPITALITY COMMUNICATION	HCM	AEC	1	-	2	1	4	2	-	-	-	-	-	25	10	25#	10	25	10	75

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Abbreviations: CL- Classroom Learning , TL- Tutorial Learning, LL-Laboratory Learning, SLH-Self Learning Hours, NLH-Notional Learning Hours, FA - Formative Assessment, SA -Summative assessment, IKS - Indian Knowledge System, SLA - Self Learning Assessment

Legends: @ Internal Assessment, # External Assessment, *# On Line Examination , @\$ Internal Online Examination
Note :

1. FA-TH represents average of two class tests of 30 marks each conducted during the semester.
2. If candidate is not securing minimum passing marks in FA-PR of any course then the candidate shall be declared as "Detained" in that semester.
3. If candidate is not securing minimum passing marks in SLA of any course then the candidate shall be declared as fail and will have to repeat and resubmit SLA work.
4. Notional Learning hours for the semester are (CL+LL+TL+SL)hrs.* 15 Weeks
5. 1 credit is equivalent to 30 Notional hrs.
6. * Self learning hours shall not be reflected in the Time Table.
7. * Self learning includes micro project / assignment / other activities.

V. THEORY LEARNING OUTCOMES AND ALIGNED COURSE CONTENT

Sr.No	Theory Learning Outcomes (TLO's) aligned to CO's.	Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.	Suggested Learning Pedagogies.
1	TLO 1.1 Describe the importance of communication TLO 1.2 Identify the path of communication	Unit - I The Communication Process 1.1 The concept of hospitality communication : An Introduction 1.2 Elements of communication (sender, receiver, message, medium, encoding, decoding and feedback), Importance of effective communication	Presentations Role Play
2	TLO 2.1 Enumerate the various channels of communication in organization TLO 2.2 Identify the barriers of communication and the remedies to overcome	Unit - II Channels and Barriers in Communication Process 2.1 Internal and External communication: Formal and Informal channels - Formal channels of communication (Horizontal, Vertical, Upward and Downward communication) Informal channel of communication – Grapevine 2.2 Types of barriers – Physical, Mechanical, Semantic, Cultural, Psychological, Ways of overcoming barriers of communication, Feedback	Demonstration Collaborative learning
3	TLO 3.1 Apply effective listening habits to overcome listening barriers	Unit - III Listening Skills 3.1 Importance of listening skills, Process of listening, Advantages of listening, Poor listening habits 3.2 Types of listening , Effective and Ineffective listening skills, Styles of poor listening, Strategies for effective listening, Barriers of effective listening	Flipped Classroom Video Demonstrations Role Play

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Sr.No	Theory Learning Outcomes (TLO's) aligned to CO's.	Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.	Suggested Learning Pedagogies.
4	TLO 4.1 Develop self confidence in verbal communication in organization and public TLO 4.2 Examine the features of nonverbal communication	Unit - IV Verbal and Non Verbal Communication 4.1 Spoken or conversational English (Stress on Telephone Conversation), Dialogue writing for specific occasions, International Phonetic script, Presenting oral message in the form of debates, group discussions, extempores, speeches, Individual and group presentations 4.2 Significance of non-verbal communication, Types of non-verbal communication (Facial, expression, Gestures, Body language, Kinesics, Proxemics and Physical appearance), Interpreting non verbal messages, Tips for effective use of Non-verbal communication	Video Demonstrations Presentations Role Play

VI. LABORATORY LEARNING OUTCOME AND ALIGNED PRACTICAL / TUTORIAL EXPERIENCES.

Practical / Tutorial / Laboratory Learning Outcome (LLO)	Sr No	Laboratory Experiment / Practical Titles / Tutorial Titles	Number of hrs.	Relevant COs
LLO 1.1 Enhance the level of confidence while communicating	1	Draft a paragraph of Self-Introduction and introduce yourself to your classmates in English	2	CO1 CO3 CO4
LLO 2.1 Identify the elements of communication process	2	Draw the process of communication in various situations as given by faculty	2	CO1 CO3
LLO 3.1 Handle the Communication channels	3	Illustrate the Communication channels (List of 5 Communication situations stating the type of communication)	2	CO1 CO2
LLO 4.1 Identify and overcome the barriers in communication	4	Barriers that Hinder a Particular Communication Situation. (State the type of barrier, and how to overcome them). Role-play/Case studies	2	CO1 CO2
LLO 5.1 Illustrate the communication cycle in organization	5	Communication cycle with channels and barriers in communication with respect to Hotel Industry examples(Role-play)	2	CO1 CO2 CO3
LLO 6.1 Enhance reading skills	6	Read a success story of renowned Hospitality Industry persons/newspaper/hotel magazine loudly to correct the voice modulation, pace and phonetics	2	CO1 CO2
LLO 7.1 Demonstrate the listening skills	7	Listen to the audio of TEDX speakers/hospitality professionals/interviews and give review	2	CO1 CO2 CO3 CO4
LLO 8.1 Handling of telephones at work place	8	Demonstrate and practice telephonic conversation on various situations in hotels with stress on phonetics	2	CO1 CO2 CO3 CO4
LLO 9.1 Ability to converse fluently in English	9	Converse with your team members about daily routine in formal and informal situations	2	CO1 CO2 CO3 CO4

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Practical / Tutorial / Laboratory Learning Outcome (LLO)	Sr No	Laboratory Experiment / Practical Titles / Tutorial Titles	Number of hrs.	Relevant COs
LLO 10.1 Use of Phrases and dialogues	10	Draft and practice dialogues in English related to hotel industry	2	CO1 CO2 CO3 CO4
LLO 11.1 Apply group discussion techniques	11	Perform group discussion on given topics	2	CO1 CO2 CO3 CO4
LLO 12.1 Implement the verbal communication skills	12	Construct and perform debate/extempore on the topics assigned	2	CO2 CO3 CO4
LLO 13.1 Interpret the signs and signals used in non verbal communication	13	Demonstrate the signs and signals, cues and clues as a medium of communication (Role play)	2	CO2 CO3 CO4
LLO 14.1 Apply the concept of listening skills and verbal communication	14	Roleplay on verbal communication as per the task assigned (group discussion, extempore, telephonic conversation etc.)	2	CO1 CO2 CO3 CO4
LLO 15.1 Apply the concept of non verbal communication	15	Practice nonverbal communication as per the task assigned	2	CO1 CO2 CO3 CO4
Note : Out of above suggestive LLOs - <ul style="list-style-type: none"> • '* Marked Practicals (LLOs) Are mandatory. • Minimum 80% of above list of lab experiment are to be performed. • Judicial mix of LLOs are to be performed to achieve desired outcomes. 				

VII. SUGGESTED MICRO PROJECT / ASSIGNMENT/ ACTIVITIES FOR SPECIFIC LEARNING / SKILLS DEVELOPMENT (SELF LEARNING)

Micro project

- Prepare a report where you give three ways in which you might encourage your classmates to give you feedback on daily operations in your institute
- Collect Hotel Phrases used in various departments and prepare a report and present
- Collect at least three speeches of renowned persons of hospitality industry and listen to them Submit report online
- Draft the questionnaire and interview restaurants owners in your local city At least five and submit report with interpretation of their inputs
- Present a report on audio video related to hotel industry you listen and identify the channels and barriers of communication (At least five)
- Collect pictures to show non verbal cues such as facial expressions, postures. Artifacts, gestures ,used in business settings and paste them on a chart paper Label each mentioning the message being sent through cues

Assignment

- Prepare a list of ten idiomatic expressions containing the names of the parts of human body for example tongue in cheek

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- Read newspaper, magazines related to hotel industry and maintain a diary (write magazines names ,type of magazines(annual) topic read, page numbers, And write the takeaways in your diary
- Use dictionary to learn correct spellings and Write five new words on day to day basis in your journal Minimum 250 words
- Watch any two conversations on any popular TV talk show in English and prepare report on the techniques host used to make conversation more dynamic
- All students enroll on online Swayam platform for the course Communication skills and attempt assignments

VIII. LABORATORY EQUIPMENT / INSTRUMENTS / TOOLS / SOFTWARE REQUIRED

Sr.No	Equipment Name with Broad Specifications	Relevant LLO Number
1	Digital telephones and voice over IP	All
2	Computer with speakers Processor I7	All
3	Earphone with mics	All

IX. SUGGESTED WEIGHTAGE TO LEARNING EFFORTS & ASSESSMENT PURPOSE (Specification Table)

Sr.No	Unit	Unit Title	Aligned COs	Learning Hours	R-Level	U-Level	A-Level	Total Marks
1	I	The Communication Process	CO1	2	0	0	0	0
2	II	Channels and Barriers in Communication Process	CO1,CO2	4	0	0	0	0
3	III	Listening Skills	CO1,CO2,CO3	4	0	0	0	0
4	IV	Verbal and Non Verbal Communication	CO1,CO2,CO3,CO4	5	0	0	0	0
Grand Total				15	0	0	0	0

X. ASSESSMENT METHODOLOGIES/TOOLS**Formative assessment (Assessment for Learning)**

- Mid term tests ,Rubrics for COs Assignment, Self-learning and Terms work Seminar/Presentation

Summative Assessment (Assessment of Learning)

- End of Term Examination Viva-voce Lab. performance

XI. SUGGESTED COS - POS MATRIX FORM

Course Outcomes (COs)	Programme Outcomes (POs)							Programme Specific Outcomes* (PSOs)		
	PO-1 Basic and Discipline Specific Knowledge	PO-2 Problem Analysis	PO-3 Design/ Development of Solutions	PO-4 Engineering Tools	PO-5 Engineering Practices for Society, Sustainability and Environment	PO-6 Project Management	PO-7 Life Long Learning	PSO-1	PSO-2	PSO-3

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CO1	2			3		3		
CO2		2		2		3		
CO3	2				2	3		
CO4	3					3		

Legends :- High:03, Medium:02,Low:01, No Mapping: -
*PSOs are to be formulated at institute level

XII. SUGGESTED LEARNING MATERIALS / BOOKS

Sr.No	Author	Title	Publisher with ISBN Number
1	N. Gupta, K. Jain, P. Mahajan	Communication Skills	Sahitya Bhawan Publications ISBN: 9789388408035, 9388408039
2	R.K.Bansal & J.B. Harrison	Developing communication skills	• SCHAND • ISBN: 9788125050858, 812505085X
3	J.B. Harrison	Spoken English	Sangam Books Ltd ISBN-13: 9780861312610
4	Meenakshi Raman Prakash Singh	Business Communication	Oxford University Press ISBN 9780195676952
5	Dr. Rajesh Viswanathan	Communication Skills -II	Himalaya Publishing House ISBN: 978-93-5024-812-6
6	Nishith Rajaram Dubey, Anupam Singh	Business Communication (e-book)	Indra Publishing House ISBN=978-93-93577-69-6

XIII. LEARNING WEBSITES & PORTALS

Sr.No	Link / Portal	Description
1	https://www.makeuseof.com › Self Improvement	Portal
2	https://www.mindtools.com/page8.html	website
3	https://www.fluentu.com/blog/english/hotel-english-vocabulary/	website
4	https://www.mondovo.com/keywords/hotel-keywords	website
5	smartguests.com/blog/5-hospitality-phrases-guests-remember-most/	blog
6	https://en.wikipedia.org/wiki/Business_communication	website
7	https://en.wikipedia.org/wiki/Business_communication	website
8	https://www.youtube.com/watch?v=jaxgeXPgAz0	youtube

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