HOSPITALITY COMMUNICATION (ENGLISH)   Course Code : 322007

Programme Name/s	: Hotel Management & Catering Technology
Programme Code	: HM
Semester	: Second
Course Title	: HOSPITALITY COMMUNICATION (ENGLISH)
Course Code	: 322007

I. RATIONALE

An organization being a group of persons working together to achieve a common goal, communication plays a significant role in daily routine. Time has come, where the industry demands effective oral and written communication both at workplace and outside for the progress. This course will give the students insight to boost their oral and written skills so as to upgrade their self-confidence with positive image. Also to utilize etiquette in the workplace can ensure that everyone feels comfortable while being productive.

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:• Implement the concept of communication skills in day to day activities at workplace.

III. COURSE LEVEL LEARNING OUTCOMES (COS)

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

- CO1 - Communicate effectively through letters, drafts, memos, etc.
- CO2 - Converse effectively orally
- CO3 - Manage self, professionally
- CO4 - Behave ethically while maintaining good mental and physical strength.

IV. TEACHING-LEARNING & ASSESSMENT SCHEME

Course Code	Course Title	Abbr	Course Category/s	Learning Scheme					Credits	Assessment Scheme												Total Marks
				Actual Contact Hrs./Week			SLH	NLH		Paper Duration	Theory				Based on LL & TL				Based on SL			
																	Practical					
				CL	TL	LL					FA-TH	SA-TH	Total		FA-PR		SA-PR		SLA			
											Max	Max	Max	Min	Max	Min	Max	Min	Max	Min		
322007	HOSPITALITY COMMUNICATION (ENGLISH)	HCMS	AEC	2	-	2	-	4	2	-	-	-	-	-	25	10	25#	10	-	-	50

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Total IKS Hrs for Sem. : 0 Hrs

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 Develop the process of writing skills TLO 1.2 Illustrate to write different types of business letters TLO 1.3 Apply Email etiquette's	**Unit - I Written Communication** 1.1 Effective business writing-7Cs of written communication, Process of writing,Writing effective sentences,Developing local paragraphs,Tone of writing 1.2 Business Correspondence-Business letters, Components of a business letters, format or layout of business letter,Essentials of a good business letter 1.3 Email etiquettes	Presentations Hands-on
2	TLO 2.1 Develop effective conversation management TLO 2.2 Apply speaking skills effectively in business presentations	**Unit - II Speaking Skills** 2.1 Conversation-Types of Conversation- Face to Face Conversation, Formal and Informal Conversation, Telephonic Conversation Guideline's for Successful Telephonic Conversation, Guideline of a Business Conversation, Conversation Management. 2.2 Business Presentations and Public Speaking-Prepartory steps,structing the content, Audience awareness, Modes of delivery, vocal aspect,time management,handling questions meeting unexpected situations,Do's and Dont's Evaluating speech and oral presentations	Presentations Hands-on
3	TLO 3.1 Identify the self and build Positive Self Image TLO 3.2 Utilize the Time Management Effectively for Self Development	**Unit - III Self Development** 3.1 Understanding self and Others , Making Positive Self Image, Building Self Confidence, Developing Positive Attitude, Goal Setting, Time Management, Habit Formation Do's And Don'ts,Handling success or failure	Video Demonstrations Presentations Hands-on

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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 Understand The Dietary Guideline to Maintain The Physical and Mental Health. 4b. Apply the Ethics in Professional Life TLO 4.2 Apply the Ethics in Professional Life TLO 4.3 Appreciate the Ethics for Better Workplace Environment	**Unit - IV Health, Ethics and Etiquettes** 4.1 Introduction Health- Food, Physical and Mental fitness,Rest Body – Observation, Protection, Dietary Pyramid, Addiction, Introduction to Ethics , basic of Ethics, Code of Ethics, Personal Value System. Ethics to ensure Positive Interpersonal Relations. 4.2 Importance of Etiquettes, Good Manners ,Workplace Etiquettes ,Phone Etiquettes, Business Etiquettes , Social Media Etiquettes ,Building Your Personal Brand	Flipped Classroom Case Study 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 Implement the process of writing skill	1	Draft an article on the given topic in 100 words related to hotel and tourism industry*	2	CO1
LLO 2.1 Apply the rules of business letters	2	Draft formal letters -Letter of enquiry,Reply to enquiry, Sales letters, letter of complaints and reply to complaints*	2	CO1
LLO 3.1 Apply the rules of formal letters	3	Draft the formal letters-Cover letter,Acknowledgement,Recommendation letter*	2	CO1
LLO 4.1 Construct logical sentences to write a report	4	Prepare a report related to hotel and tourism industry as assigned by faculty*	2	CO1
LLO 5.1 Apply email etiquettes	5	Draft an electronic mails to hotel clients (vendors,guests) following email etiquettes*	2	CO1
LLO 6.1 Develop listening and writing skills	6	Watch and observe the video on formal conversation with respect to hotel industry and report*	2	CO1 CO2
LLO 7.1 Demonstrate the formal conversation management	7	Practice the Inter departmental formal conversation in hotels*	2	CO2
LLO 8.1 Perform telephonic conversation skills	8	Role play on Telephone conversation in pairs (Business calls/Sales/Complaint/Enquiry/etc)*	2	CO2
LLO 9.1 Implement the business presentation skills	9	Prepare and present power point presentations on the given topics *	2	CO1 CO2
LLO 10.1 Exhibit effective verbal communication and speaking skills	10	Construct and deliver the speeches/extempore/debates/group discussion on the asigned topics*	2	CO1 CO2
LLO 11.1 Examine one self	11	Identify and list down strength and weakness of yourself*	2	CO1 CO3
LLO 12.1 Apply the concept of time management	12	Prepare schedule for the given situation/event with priority matrix and announce to your classmates*	2	CO1 CO2 CO3

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Practical / Tutorial / Laboratory Learning Outcome (LLO)	Sr No	Laboratory Experiment / Practical Titles / Tutorial Titles	Number of hrs.	Relevant COs
LLO 13.1 Demonstrate the dietary habits LLO 13.2 Perform physical and mental fitness	13	Construct diet chart for yourself and Practice Yoga/ Meditation*	2	CO1 CO3
LLO 14.1 Illustrate the concept on addictions	14	Analyze the case study on Addictions*	2	CO3
LLO 15.1 Identify the ethics in hospitality industry LLO 15.2 Apply the work place ethics	15	Watch the videos on ethics in the Hospitality Industry and analyse the threats and safeguards and report . Evaluate the given case study related to hospitality ethics *	2	CO1 CO2 CO3 CO4
LLO 16.1 Practice ethics for better work place environment	16	Perform a skit depicting Professional Ethics/ Etiquettes at work place*	2	CO2 CO3 CO4

Note : Out of above suggestive LLOs -

- '*' 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)

- Not Applicable

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 17	All
3	Ear phones 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	Written Communication	CO1	3	0	0	0	0
2	II	Speaking Skills	CO2	4	0	0	0	0
3	III	Self Development	CO3	4	0	0	0	0
4	IV	Health, Ethics and Etiquettes	CO4	4	0	0	0	0
		Grand Total		**15**	**0**	**0**	**0**	**0**

X. ASSESSMENT METHODOLOGIES/TOOLS

Formative assessment (Assessment for Learning)

- Mid term test, Assignment, self learning, work Seminar and Presentation.
- Assignment, self learning, work Seminar and Presentation.60% weightage to process and 40 % weightage to product

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Summative Assessment (Assessment of Learning)

- End Term Examination Rubric for CO's, viva Voce, Laboratory 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
CO1	3	1	1	-	2	1	1			
CO1	3	1	1	-	2	1	1			
CO2	3	2	1	-	2	2	2			
CO2	3	2	1	-	2	2	2			
CO3	3	2	-	-	2	-	3			
CO3	3	2	-	-	2	-	3			
CO4	3	2	1	-	2	-	3			
CO4	3	2	1	-	2	-	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	PrashantA.Dhanwalkar(Manus mare) S.R. Sharma Gunjan Sharma	Soft Skills Development	SaiJyoti Publications India Ltd. ISBN-978-93-81432-36-5
2	Krishna Mohan Meera Banerji	Developing Communication Skills	MacMillan Publications India Ltd. ISBN-13: 978-0230638433
3	Meenakshi Raman Prakash Singh	Business Communication	Oxford University Press ISBN 9780195676952
4	R.K.Bansal J.B. Harrison	Developing Business Communication Skills	S. CHAND ISBN: 9788125050, 858,812505085X
5	N. Gupta, K. Jain, P. Mahajan	Communication Skills	SahityaBhawan Publications ISBN: 9789388408035, 9388408039
6	Philip Burnard	Interpersonal Skills Training	Viva Books Pvt. Ltd. ISBN:81-7649-007-5
7	Nishith Rajaram Dubey, Anupam Singh	Business Communication (e-book)	Indira Publishing House ISBN=978-93-93577-69-6
8	Shalini Verma	Business Communication Essential Strategies for Twenty-first Century Managers	ISBN:978-93-93259-8117-1

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Sr.No	Author	Title	Publisher with ISBN Number
9	N. Dubey & A. Singh	Employ ability Skills	Indra Publishing House, 2023, ISBN 978-93-93577-68-9

XIII . LEARNING WEBSITES & PORTALS

Sr.No	Link / Portal	Description
1	https://www.fluentu.com/blog/english/hotel-english-vocabulary	100+ Essential Hotel Vocabulary Words in English [With Audio]
2	https://www.vedantu.com/commerce/business-correspondence	Business Correspondence
3	https://www.indeed.com/career-advice/career-development/structure-of-a-business-letter	The Structure of a Business Letter and How To Write One
4	https://blog.bit.ai/business-letters/	Business Letters: Definition, Types, Format and Tips
5	https://www.nacubo.org/Professional-Development/Program-Supp ort/Speakers-Corner/Making-Effective-Oral-Presentations	Making Effective Oral Presentations
6	https://www.verywellmind.com/the-mental-and-physical-health-connection-7255857	The Connection Between Mental Health and Physical Health
7	https://atmiyauni.ac.in/public/file/HVPE%20Text%20Book.pdf	e book on Foundation course in HUMAN VALUES and professional ethics

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