

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC3721
Subject Title	English Communication for Hospitality and Tourism Management
Credit Value	2
Level	3
Pre-requisite	LCR English subjects
Objectives	This subject aims to prepare and enhance students' professional communication skills in hospitality and tourism management related work settings. Students learn to develop and present their written and verbal messages clearly, credibly and effectively, in ways appropriate to the context, audience, and purpose of the communication. Topics include language and communication skills in the workplace, writing workplace correspondence, and job application and interview skills in the digital age.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. employ appropriate strategies to achieve the purpose of communication in the workplace b. critically analyse tourism and hospitality related issues and develop suitable solutions based on discipline knowledge and research c. deliver clear, concise, and persuasive messages that are pitched for different audiences and workplace contexts
Subject Synopsis/ Indicative Syllabus	<p>The syllabus is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <p>1. Entering the Workplace</p> <p>Analysing employers' needs and expectations; creating an online presence for employment; highlighting personal qualities to impress potential employers; employing advanced language and communication strategies to convey meaning accurately, appropriately and persuasively; using effective verbal and non-verbal interactive strategies; establishing rapport and connection with the audience.</p> <p>2. Workplace Communication</p> <p>Communicating with internal and external audiences; selecting appropriate content/evidence with a clear writing purpose; adapting language and style appropriate to the intended audience; employing advanced language and communication strategies to convey meaning accurately, appropriately and persuasively; producing professional-looking and reader-friendly correspondence.</p>
Teaching/Learning Methodology	The study method is primarily seminar-based. Activities include teacher input as well as individual and group work using scenarios relevant to professionals in the hospitality and tourism industry. Activities include discussions, text analysis, process writing, role-plays and video presentations. Learning materials developed by the English Language Centre are used throughout this course. Online resources are integrated into the course for in-class and out-of-class learning.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	1. Job Interview	50%	✓	✓	✓
	2. Workplace correspondence	50%	✓	✓	✓
	Total	100 %			
<p><i>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</i></p> <p>1. Job Application and Job Interview</p> <p>The use of digital tools in recruitment and employment has become increasingly common. This assignment simulates a real-life scenario that enables students to develop essential job application and job interview skills in the digital age. These skills include researching current employment trends, adopting appropriate persuasive strategies to influence opinions in a job application context, and delivering clear and concise messages through different media.</p> <p>2. Workplace Correspondence</p> <p>Stellar writing skills enhance business communication. This assignment enables students to employ proper etiquette and skills in writing workplace correspondence that demonstrate professionalism. These skills include writing with clarity and purpose, adopting appropriate communication and writing strategies for different readers, and writing in a style, structure and design which best deliver the message.</p>					
Student Study Effort Required	Class contact:				
	▪ Seminars		26 Hrs.		
	Other student study effort:				
	▪ Classwork-related and project-related preparation and self-access work		52 Hrs.		
	Total student study effort		78 Hrs.		
Reading List and References	Required resources				
	Course materials prepared by the English Language Centre				
Recommended resources					
Students are encouraged to use the range of services and initiatives provided by the ELC including our Speaking Assistance Programme , Writing Assistance Programme , workshops , and Open Online Courses .					

	<p>Anderson, L., & Bolt, S. (2016). <i>Professionalism: Skills for workplace success</i> (Fourth ed.). Boston: Pearson.</p> <p>Block, J., & Betrus, M. (2014). <i>Great answers, great questions for your job interview</i> (Second ed.). New York, New York: McGraw-Hill Education.</p> <p>Dwyer, J. (2020). <i>Communication for business and the professions : Strategies and skills</i> (7th ed.). Melbourne, VIC: Pearson Australia.</p> <p>Guffey, M. (2023). <i>Essentials of business communication</i> (12th ed.). Cengage.</p> <p>Martin, C. (2014). <i>What to say in every job interview: How to understand what managers are really asking and give the answers that land the job</i> (1st ed.). New York: McGraw-Hill Education.</p> <p>McWhir, Catt, Scudamore, Catt, Hilton, & Scudamore, Patricia. (2018). <i>The ultimate job hunting book : Write a killer CV, discover hidden jobs, succeed at interview</i> (Second ed., Teach yourself books). London: Hodder & Stoughton</p> <p>Pietrucha, F. (2014). <i>Supercommunicator : Explaining the complicated in a digital age</i> (1st ed.). New York: American Management Association.</p> <p>Serula, D. (2020). <i>LinkedIn profile optimization for dummies</i> (2nd ed., For dummies). Newark: Wiley.</p> <p>Simon, C. (2016). <i>Impossible to ignore : Creating memorable content to influence decisions</i> (1st ed.). New York: McGraw-Hill Education.</p> <p>Smith, Lee, & Van Genderen, John. (2018). <i>Kick Start Your Career</i> (1st ed.). Milton: Routledge.</p> <p>Talbot, F. (2019). <i>How to write effective business English : Your guide to excellent professional communication</i> (Third ed.). London ; New York, NY: Kogan Page Limited.</p>
--	---

July 2023