

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	ELC3721
<b>Subject Title</b>	English Communication for Hospitality and Tourism Management
<b>Credit Value</b>	2
<b>Level</b>	3
<b>Pre-requisite</b>	LCR English subjects
<b>Objectives</b>	This subject aims to develop the English language and communication skills required by students to communicate effectively in their future careers.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"><li>write correspondence and reports for internal or external communication in workplace contexts; and</li><li>participate effectively in meetings in hotel and tourism contexts.</li></ol> <p>To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, and provide support for stance and opinion.</p>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The content is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <ol style="list-style-type: none"><li><b>Written communication in the hospitality and tourism industry</b> Selecting and organising relevant content; using appropriate format, vocabulary, grammatical structures and style in workplace correspondence and reports.</li><li><b>Business meetings</b> Chairing and participating in meetings; presenting information, stating opinions, making recommendations, and expressing positive and negative viewpoints in meetings; negotiation skills; using non-verbal interaction strategies.</li><li><b>Language appropriacy</b> Using context-sensitive language in spoken and written English.</li><li><b>Language development</b> Improving and extending relevant features of grammar, vocabulary and pronunciation.</li></ol>
<b>Teaching/Learning Methodology</b>	<p>The subject is designed to introduce students to the written communication skills that they may need to function effectively in their future professions.</p> <p>The study method is primarily seminar-based. Activities include teacher input and project work involving drafting and evaluating texts, mini-presentations,</p>

	<p>discussions and simulations. Students will be referred to information on the Internet and the ELC's Centre for Independent Language Learning.</p> <p>Learning materials developed by the English Language Centre are used throughout this course. Additional reference materials will be recommended as required.</p>																																																				
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1" data-bbox="534 443 1458 954"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Workplace reports</td> <td>30%</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Workplace correspondence</td> <td>30%</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Workplace meetings</td> <td>40%</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students' writing skills are evaluated through assessment tasks related to the learning outcomes. Students are assessed on the accuracy and the appropriacy of the language used in fulfilling the assessment tasks, as well as the selection and organisation of ideas.</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b					1. Workplace reports	30%	✓						2. Workplace correspondence	30%	✓						3. Workplace meetings	40%		✓					Total	100 %						
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<p><b>Reading List and References</b></p>	<p><b>Required reading</b></p> <p>Course materials prepared by the English Language Centre</p> <p><b>Recommended readings</b></p> <p>Balwin, R. &amp; Heitler, D. (2005). <i>Creating opportunities</i> (video recording and activity book). Oxford: Oxford University Press.</p> <p>Haynes, M. E. (2009). <i>Meeting skills for leaders: Making meetings more productive</i>. Rochester, NY: Axzo Press.</p>																																																				

	<p>Krizan, A. C., Merrier, P., Logan, J. &amp; Williams, K. (2011). <i>Business communication</i> (8th ed.). Cincinnati, OH: South-Western Thomas Learning.</p> <p>Marsh, C. (2005). <i>Strategic writing: Multimedia writing for public relations, advertising, sales and marketing, and business communication</i>. Boston: Pearson/Ally and Bacon.</p> <p>Stiff, J. B. (2003). <i>Persuasive communication</i> (2nd ed.). New York: Guilford Press.</p> <p>Thompson, L. L. (2009). <i>The mind and heart of the negotiator</i> (4th ed.). Upper Saddle River, NJ: Prentice Hall.</p> <p>Van der Wagen, L. (1997). <i>Communication in tourism and hospitality: Meeting the world in the workplace</i>. Elsternwick, Victoria: Hospitality Press.</p>
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