

## *Business Communications and Information Technology*

### **Intended Module Learning Outcomes**

On successful completion of this module, learners will be able to:

1. Communicate effectively and professionally in oral and written form in business and social situations related to the hospitality industry
2. Select and present information in a variety of different formats (formal verbal presentations, written reports, and hospitality specific promotional materials using a selection of technology applications)
3. Relate communication methods to hospitality services such as Food & Beverages
4. Complete exercises in Access, Excel, PowerPoint and Word
5. Apply the knowledge and skills acquired in this module to produce appropriate output (using Access, Excel, PowerPoint and Word) in assignments
6. Summarise the most important material covered in classes, into a brief written report.
7. Use presentation software as an aid when addressing a group of people
8. Discuss the use of information systems in a group discussion among peers
9. Create a database within a hospitality/tourism context
10. Create a spreadsheet utilising various formulae within a hospitality context
11. Proficiently use word processing software to create reports and formatted documents.

### **Module Objectives**

This module is focused on three main aims. These enable learners to

- Obtain a solid grounding in communications methods
- Gain an understanding of information systems in the hospitality industry
- Learn skills in the utilisation of information systems especially for communication.

The module will reflect the need for a high quality and level of interaction with customers in the international hospitality industry and will strive to:

- Provide a grounding in teamwork
- Enable learners to develop communication skills in reading, writing, speaking, and listening so that they can be used in a business context
- Improve learners' ability to comprehend business/academic texts

- Enable learners to apply their communication skills in a professional manner which is necessary for the international hospitality industry.

### **Module Curriculum**

As there will be three inter-related streams of learning running in parallel the following is a brief synopsis of each of the three:

#### **Information Systems**

- Introduction to information systems
- Use of information systems in hospitality
- Databases and their uses
- Uses of information systems for finance, marketing, and management
- Information systems security.

#### **Business communication**

- Fundamentals and the use of language
- Reading skills
- Writing skills
- Oral/presentation skills
- Listening skills.

#### **Application of skills**

- Operating systems / WWW / Moodle
- Microsoft Access
- Microsoft Excel
- Microsoft Power point
- Microsoft Word.