

PROFESSIONAL DEVELOPMENT

INTRODUCTION

This module extends the development of the students' communication skills beyond those presented in the business communication module, so that they may act confidently and appropriately in a range of interpersonal hospitality functions. The module is designed to ensure that students develop the necessary personal attributes to act as confident ambassadors of business both in their Industrial Placement period and later when in full-time employment.

AIMS

To provide students with a clear grounding in :

- Proficiency in language skills and the knowledge to allow them to communicate professionally at the various levels that will be required of them in a business environment
- Researching, analysing and presenting information in a clear and concise business format
- Appreciate the different methods of communication and how they can be used at a professional level in business
- Understand how to undertake Individual/Teamwork development

LEARNING OUTCOMES

On completion of this module successful students will be able to:-

- Use their oral, aural and written language based skills at an advanced level
- Draw on their extended vocabulary of hospitality terminology
- Apply the study of English language / culture, deepening their insight into hotel and business situations
- Demonstrate usage of aural/oral communication skills to manage a range of social and business situations in the hotel industry
- Read and understand promotional literature / business documentation in English
- Demonstrate a wide range of written skills - business letters, faxes, memos, formal and informal presentations

SYLLABUS

Aural/Oral & Research Activities

- Advanced Research skills
- Advanced listening skills: Interpreting
- Dialogues
- broadcast material
- announcements

Vocabulary skills

- Advanced vocabulary terminology
- Public speaking and voice projection techniques
- Customer Service role play

- Verbal Communication skills with customers
- Interview skills

Written Language

- Writing menus
- Food/Beverages commentary
- Press Releases / commentary of news bulletins
- Report Writing
- Cover Letters & CV
- Paperwork: reservations, confirmations, cancellations etc

Presentation Skills

- Voice Control
- Business vocabulary
- Information presentation
- Visual Aids

Time Management

- Telephone Skills
- Prioritising
- Study Techniques
- Advanced Exam Techniques

Meeting Skills

- Writing the Agenda
- Chairing the Meeting
- Taking the Minutes
- Preparing Feedback

Team Building

- Working with people and teams
- Group Dynamics
- Group Control mechanisms

Project Management

- Planning the nature and scope of the project
- Work Breakdown structure
- Task Sequence
- Assigning People to tasks
- Tracking results

Negotiation Skills

- Negotiation skill/conflict management
- Change Theory
- Legal Considerations in the Workplace