Unit 3 - Communication Skills (THM1003)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
a) Identify the communication processes of an organisation and establish how interpersonal skills support these processes.   b) Develop an appreciation for creative approaches to generate ideas and solving basic problems through employing effective communication skills.   c) Recognize effective communication through the application of good self-presentation skills.   d) Recognize the importance of developing personal competences and group work skills.   e) Recognize the role of creativity in communication.
Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)
a) An understanding of the nature and importance of communication in the field of business.   b) A knowledge on how to recognise, identify and assist in creating a communications plan.   c) An understanding of the advantages and disadvantages of usind different channels.   d) An appreciation of the role of social media as a modern tool in communication.   e) An awareness of different approaches on enhancing communication effectiveness.
Skills – at the end of the module/unit the learner will have mastered the following skills:
Applying knowledge and understanding   The learner will be able to: a) Demonstrate the relevance of communication in the field of business and professional settings;   b) Apply different mediums and channels for effective communication;   c) Demonstrate the use of social networking as part of a communications plan;   d) Demonstrate basic skills on how to present ideas and concepts to others and basic skills on how to listen and provide feedback to others;

e) Demonstrate oral and written communication skills and demonstrate a basic ability to present information in an intuitive manner.

Judgment Skills and Critical Abilities

The learner will be able to:

a) Appraise effective communication methods for use in tourism, travel and hospitality organisations.

b) Assess the effective application of a communication strategy.

c) Categorize the strengths and weaknesses of different communication channels.

d) Evaluate one's own communication strengths and weaknesses as a pre-requisite for self-development.

e) Explore the use of creativity as part of the communication process.