



Developing Leaders in Hospitality

## **HOSPITALITY ENGLISH AND COMMUNICATION (HEC)**

### **Course Overview and Syllabus**

#### **Overview**

The Hospitality Professional Course (HEC) consists of a series of self-paced online seminars and activities that have been created for students who are studying or currently working in the hospitality industry. The overall purpose of the HEC course is to maximize student's confidence when communicating within the hospitality environment. The topics and activities in HEC are designed to inspire you to deliver service excellence by developing an "a ha!" **A**mazing **H**ospitality **A**ttitude!

The HEC reviews the vocabulary, phrases and expressions used in a variety of typical guest service situations that would occur in a hotel or restaurant. Using appropriate language, however, is not the only key to effective customer service. Language must be combined with an understanding of the principles of customer service and communication techniques. This course provides both, with the goal of not only improving participants' English language skills, but also improving their ability to communicate effectively with guests and coworkers and provide guests with outstanding service

#### **Level of English**

Participants must have a reasonable level of fluency in English to take this course. They should be able to read, make themselves understood and understand an every-day basic level of English, even if their verbal expression is not perfect. The HEC is not an ESL program (English as a Second Language). It is not appropriate for individuals who have no English language skills or who are at beginner level. The program does not teach grammar and only reviews vocabulary and expressions commonly used in specific hospitality situations.

There are 12 HEC modules. Each module will contain the following activities which are explained in more detail below:

- ✓ Module Overview
- ✓ HEC Seminar(s) and reading supplements
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ "a ha!" Moments

#### **Module Overview**

At the beginning of each module, always start with the Overview tab. It contains a video of one of your AHA iCoaches. Download a module breakdown of requirements. Your iCoach will guide you throughout, and will help you get the most out of your online course.

#### **Reading Supplements**

The 12 reading supplements act as your online textbook. Each supplement covers a particular topic or series of topics that relate to the seminars. You can download each reading supplement to your computer in order to read it and we recommend that you print it so that you have it to refer to while you are undertaking the program and for future reference.

You will find each in the seminar tab of each module. These written materials form the foundation of your program and so you are expected to read each a number of times before moving on to listening to the seminars associated with that reading supplement.

## **Seminars**

When you click on Seminars, you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced –over, so make sure the volume of your computer is turned up. You can click Pause at any time, and replay a previous slide by using the PowerPoint navigation system. We encourage all participants to take notes and use these as study material for the midterm and final exams.

There are 19 PowerPoint presentations that relate to the various topics presented in the reading supplements. Each of the module topics has one, two or three PowerPoint presentations associated with each reading supplement. The Power-Point seminars are designed to test your knowledge of the content of the reading supplement and to allow you to practice the vocabulary and expressions you have learned.

During the seminars, you will be continually asked questions that you are expected to answer out loud, and you will also be asked to repeat certain phrases and expressions or to read along with the presenter. You must therefore quickly learn how to pause the presentation in order to give yourself time to answer a question and also how to “rewind” or go back a few slides so that you can hear or repeat what was said again.

Whenever the presenter asks you to read something on the slide or asks you a question, you should pause the presentation and you should answer out loud. You need to get used to reading and speaking out loud during this course and actively using the phrases and expressions that you are learning. You also need to get used to hearing the sound of your own voice speaking English, as much as possible.

## **Quizzes**

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on Quizzes and select the quiz that is in the same Module Folder as the seminar you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. After you have successfully completed the quiz, you can return to the course materials to begin a new seminar.

## **Skill Builder Activities**

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the instructions. **Each Skill Builder is worth 5 points.** Students receive 5 points for completing them and 0 points for an incomplete activity.

## **Online Discussions**

The discussion forum allows students to reflect on their experiences and share these experiences with peers, online faculty and AHA iCoaches. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post a reply and one response per discussion in order to earn the 5 points.

## **Module Progress**

Once you click on a module inside your HEC course, you will see a detailed overview of the required activities for each module. Some modules might have more than one requirement per activity so use this overview as a way to track your progress through each module.

## **Examinations**

Two examinations will be given for this course: the midterm examination covering Modules 1-6 and the final examination to cover Modules 7-12. After you have fully completed Modules 1-6 you will find your midterm exam located on the Module 6 progress checklist. After you have fully completed Modules 7-12 you will find your final exam located on the Module 12 progress checklist. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your midterm and final exams are automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the midterm and final to be activated.

## **Grading and Special Designation**

A student must have a minimum grade of 70% to earn the HEC certificate from AHA. **NOTE:** The (AHA) HEC course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the AHA HEC course will be computed based on the following criteria and weight distribution, for a total of 100%.

#### **Grading Scale**

Quizzes:	10%
Midterm Exam:	25%
Final Exam:	25%
Activities:	40% (Online discussions and skill builders make up this percentage)

#### **“a ha!” Moments**

At the end of each seminar you will be asked to watch what we call an **“a ha!” Moment**. What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the right customer service attitude. After each lesson, you will find the corresponding “a ha!” Moment in this tab within your HEC classroom.

#### **Passport to Culture-“Inspiring Global Connections and Friendship” *Your Cultural Course Lab***

The cornerstone of AHA’s programs is the study of culture. Our foremost concern is to promote understanding and respect for different cultures - an important key to successful management and leadership in today’s multicultural workplace.

Passport to Culture (PTC) can be considered your course *cultural lab* where you have the unique opportunity to travel the world with AHA enhancing your understanding and appreciation of others. Passport to Culture allows you to connect with others from around the world and participate in discussion forums that can make a difference in the way you think and feel about your global neighbors.

#### **Extra Credit Points**

PTC compliments your existing courses by allowing you to earn extra credit points for each stamp collected. The more activities and connections you make, the more stamps you receive in your passport. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect. Two points per stamp collected can be earned with a maximum of 12 extra credit points on your final grade.

#### **Successful Completion and Issuance of AHA World Campus Certificate**

Your instructor will inform you of the required completion dates. In addition, please check your homepage and course page for additional announcements regarding examination schedules. After you have completed your final exam, your score will be computed automatically and your final score will be generated. If you get a passing score, you will have the opportunity to print your online HEC certificate.

## **Getting Started!**

#### **Personalized World Campus Login**

If you are having trouble logging in using the login (your email address) and password sent to you from World Campus, please check with the faculty member in charge of your section. Only students who have been previously registered by your instructor or online course monitor will have access to World Campus. Below is a description of the functions you will find on the blue navigation bar once logged in.

### **Home Page**

When you log into World Campus, you will always be taken to your Home Page. All announcements and course updates will be posted here as well as your current discussions. It is important to check your announcements often for any changes or information that pertains to your overall successful completion.

### **My Courses**

Each time you log into World Campus, you will need to click the “My Courses” tab and then click on the Hospitality Professional Course. You will then be taken to your “classroom” which consists of the 8 HEC modules and their corresponding activities and assignments. , Overview, HEC Seminars, Quizzes/Examinations, Skill Builders, Discussions and “a ha!” Moments.

### **My Account**

The My Account Tab allows you to view your transcript and update your profile. Feel free to update your profile at anytime, by adding updated information about your personal, academic and/or professional life. Please, just keep it appropriate for all faculty and student participants. After your course, take time to print your transcripts for your records.

### **My Transcript**

The My Transcript tab allows you to track your progress for each of the graded activities. All of your scores will be located in your transcript. You are also able to print your transcript at any time for your own records.

### **Mailbox**

You are required to check your mailbox frequently for any updates from AHA, your instructor or fellow participants. It is important to understand that your World Campus mail can only send and receive mail from fellow World Campus users. You will not be able to use this with people who are not participating in this course. Every time you receive a World Campus mail, you will receive the same mail in your regular email account. Please be aware that sometimes this may go to junk mail. We suggest that you check your ‘spam’ regularly.

### **Global eCafe**

eCafe can be found when you click on the tab next to your Mail Box on the blue navigation bar. eCafé provides participants with the added advantage of traveling the world without leaving home by connecting with students from around the world who are currently enrolled in World Campus . Students are encouraged to use eCafe to maximize their professional development and online experience by posting in the various student forums. Your instructor will be monitoring student participation, which is optional. eCafe was provided as an added value to the HEC course.

### **My Play Book**

My Playbook is full of win-win strategies that will help you maximize your career and course success. AHA strongly encourages you to use the information in My Playbook to enhance your professional development skills. AHA’s iCoach will be referring to it as you go through each module.

### **Passport to Culture**

The Passport to Culture tab is where you easily click to enroll into the program and begin making new friends from around the world. This is also where you can track the number of stamps and extra credit points you have earned to date.