



Module Structure

Module Title: Communication and Human Relations

Module Code: HTCM251

Programme of Study/Year of Study: Hospitality and Tourism Management/Year 2

Group: HTMII

Semester : Spring

Number of Hours Taught: 2 per week

ECTS: 3

Instructor: Michael Constantinou

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Pre-requisite(s) :

Module Rationale

The practice of human relations has never had more importance than it possesses today. This module is designed to teach students the human relation skills they need to become successful managers in today's workplace. It helps the students to strengthen interpersonal relationships, to handle fast-changing workplace conditions and to perform as a persuasive communicator.

Aims

This course aims to motivate students to critically think about their own relational communication and those of others. It focuses on communication's role in the growth relationships with others. It also employs communication concepts and principles to study human relations by developing students' ability to understand, evaluate and attempt to improve their interpersonal communication.

Intended Learning Outcomes

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

- Understand the importance of studying communication
- Identify what's included in the field of communication
- Explain how the perception affects communication and how communication affects perception
- Acknowledge the ability to perceive, relationships and situations
- Understand the difference between hearing and listening.
- Analyse how communication and culture shape each other
- Discuss the ethical responsibilities for communicating in a multicultural society and its effectiveness in human relations.



Delivery Methods:

Lectures, Discussion, coursework, group work and presentation.

Assessment:

Project	30%
Final Examination	40%
Coursework	20%
Mid Term	10%

Module Requirements

Refer to the student manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	The Essence of Communication How people Behave The Maslow Hierarchy of Human Needs	Handouts - Notes
2.	04/02-08/02	The main problems in human communication Effective Communication	Handouts - Notes
3.	11/02-15/02	Business Communication Communication Models The Model of 3 As <ul style="list-style-type: none"> • Ensure Awareness • Create Attitude • Desired Action Communication Models The AIDA and AICDA Communication Models Communication Process Model	Handouts - Notes
4.	18/02-22/02	Emotional Intelligence as a communication Tool Emotional Intelligence as a communication Tool The Rule 80-20% and its application in Communication	Handouts - Notes
5.	25/02-01/03	Communicating with words Communicating with pictures	Handouts - Notes
6.	04/03-08/03	Effective listening The listening Process Obstacles and forms of non-listening	Handouts - Notes

Week	Dates	Topics to be Covered	Reference Chapter / Material
		Listening to Communication Goals Presentation techniques	
7.	12/03-15/03	The awesome power of Public Speaking Presentations and public speaking Practice	Handouts - Notes
8.	18/03-22/03	Communication's relationship to culture and social communities Test	Handouts - Notes
9.	26/03-29/03	Interpersonal Communication Basics The role of Savoir Vivre in Communication The role of Savoir Vivre in Communication	Handouts - Notes
10.	02/04-05/04	The role of Savoir Vivre in Communication The role of Body language in Communication	Handouts - Notes
11.	08/04-12/04	The role of Body language in Communication The essentials of Positive Communication in Human relations	Handouts - Notes
12.	15/04-19/04	In-Class Activity/ expressing verbal communication skills Organisation's Internal Communication fundamentals	Handouts - Notes
13.	22/04-23/04 & 02/05-03/05	The three-way flaw Internal Communication Tools of Internal Communication Revision	Handouts - Notes
	24/04-30/04	EASTER HOLIDAYS	
14.	06/05-10/05		

Essential Reading

Handouts - Notes

Additional Reading

- Wood, T. J. 2012. *Communication in our lives*. 6th ed. Wadsworth Cengage Learning: Boston.
- Knapp, L. M. and Vangelisti, L. A. 2008. *Interpersonal communication and human relationships*. 6th ed. Pearson: UK.
- Reece, B., Brandt, R. and Howie, T. K. 2010. *Effective Human Relations: Interpersonal and Organisational Applications*. 11th ed. Cengage Learning: UK.
- Alan Pease., Barbara Pease., 2004. *The definitive Book of Body Language*. Pease international PTY LTD
- John Morgan., 1996. *Guide to Etiquette & Modern Manners*. Headline Book Publishing.



