Course Title	Interactive Communications in the Hospitality Industry				
Course Code	TCOM-150				
Course Type	This course serves as both Elective and Requirement, according to the program. Hospitality Bachelor: Computer Requirement All Programs: General Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	Year 1, A' Semester				
Teacher's Name	Dr. Adamandini Peratikou				
ECTS	4	**Lectures / week**		**Laboratories / week**	3
Course Purpose and Objectives	An introductory course in interactive communication skills, focusing on computer applications for the hospitality industry. It emphasizes file management, statistical tools such as excel & SPSS, database software, presentation software, and other related useful software, such as word editing, Photoshop and email clients Students are expected to: • Develop different interactive communication skills • Understand the use of file management and statistical tools • Become familiar with various software such as word editing, Photoshop and database				
Learning Outcomes	Upon completion of this course students will be able to: 1. Introduce students to the digital world by considering fundamental computer principles and applications. 2. Examine applications that can be effectively used in hospitality industry such as SPSS and databases 3. Identify key technological issues and trends, such as threats or opportunities in hospitality industries 4. Obtain a hands-on experience on popular application software packages such as word processing, electronic spreadsheets, database management, presentation graphics, statistical applications and other. 5. Introduce e-mail, newsgroups, multimedia, and other Internet services and resources. 6. Comprehend the use of social media and its effectiveness as a marketing tool				

Prerequisites	None	**Required**	
Course Content	1. Introduction to fundamental computer hardware • Systems and applications software • Theoretical concepts • Basic operating system operations and file management 2. Word Processing- Introduction to Word 2010 environment • Basic functions – word editing, text and paragraph formatting, alignment, lists, indentation, tabs, page format • Advanced word processing features – tables, insert objects 3. Electronic Spreadsheets- introduction to Excel 2010 • Managing worksheets - cells manipulation, formatting • Advanced electronic spreadsheets tools - formulas, basic functions 4. Database Management System - introduction to Access 2010 • Database features • Tables • Primary keys, fields and records • Properties 5. Advanced Database Management System tools and features • Table relations • Forms • Reports • Queries/filters 6. Presentation graphics - introduction to PowerPoint 2010 • Slide designs • Insert objects • Slide transitions • Animations • Presentation views 7. Basic internet concepts • Web browser functions • Web mail • Send/receive emails • Attachments 8. Social media • Social media platforms • Communication • Marketing tools		
Teaching Methodology	The course is delivered through lectures, demonstrations and practical sessions.		
Mode of delivery	Face to face.		

Bibliography	**Required**
	Curtis Frye & Joan Lambert. (2015). Microsoft Office 2016 Step by Step., Anytime Redmond, WA: Microsoft.
	Recommended
	N/A
Assessment	The following assessment methods are employed to assess this course:

30 – 50 %	Final Exam
20 – 40 %	Mid –Term / Tests / Quizzes
10 – 30 %	Assignments / Projects
0 – 10 %	Class Attendance & Participation

Language	English