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 Diploma/Bachelor	Requirement
Culinary Diploma	Requirement
All Programs	General Elective

Level	Diploma (Short Cycle)
Year / Semester	Year 1, A' Semester
Teacher's Name	Dr. Pavlidou Veronika

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 & PSPP database software, presentation software, and other related useful software, such as word editing, Photoshop and emailing 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. Stienmetz, J. L., Ferrer-Rosell, B., & Massimo, D. (2022). Information and Communication Technologies in Tourism 2022: Proceedings of the ENTER 2022 ETourism Conference, January 11-14, 2022 (p. 507). Springer Nature. **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