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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Hotel Management |
| **Lesson/Unit Title** | Let’s Talk It Over – Telecommunication |
| **TEKS Student Expectations** | **130.259 (c) Knowledge and Skills**  (2) The student uses verbal and nonverbal communication skills to create, express, and interpret information for providing a positive experience for guests and employees. The student is expected to:  (C) Demonstrate proper techniques for using telecommunications equipment;  (D) Interpret verbal and nonverbal cues to enhance communication with individuals such as coworkers, guests, and clients;  (E) Locate written information used to communicate with individuals such as coworkers and guests;  (F) Apply and model active listening skills to obtain and clarify information; and  (G) Follow directions and procedures independently and in teams. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | * Define telecommunications * Understand types of telecommunications devices * Demonstrate proper skills and techniques for using a telephone * Demonstrate techniques for taking messages * Demonstrate proper techniques for using the Internet (email) |
| **Rationale** | Communication is changing quickly. It is different today from only 15 years ago and rapidly developing technology is making that happen. Is telecommunication the same thing as communication? No, but they are connected. Telecommunication is communication over distance using technology. The hotel industry relies on technology daily and therefore, keeping up with the latest technology is imperative. |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | **Computers:** A productivity tool made of hardware  **Facsimile:** A means of sending and receiving printed materials using telephone lines traditionally but is now also utilizing the internet to transmit documents  **Hypertext:** The underlying concept that defines the structure of the World Wide Web on how documents are linked together  **Internet:** A series of connected computer networks, in other words it is a network of networked computers, that link billions of devices worldwide  **Network:** A series of connected computers worldwide  **PBX:** Private Branch Exchange – a telephone system that switches calls within a business while sharing a certain number of external phone lines. A PBX system is owned by the business and not the phone company  **Software:** Includes an Operating System to make the computer hardware operate and applications to make the computer hardware perform specific tasks  **Telecommunications:** – Communication over a distance; the transmission of words, symbols, images and data over a distance through technology such as telephones, radio, televisions, cell phones, the Internet and satellites  **World Wide Web:** Interlinked hypertext documents that are accessed through the Internet |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines for internet access) * Light projector (Elmo) * Presenter remote   **Materials:**   * Cardstock * Markers * Large format paper * Pictures of various telephones (if actual phones unavailable)   **Supplies:**   * For communications:   + Email confirmations from hotels (if available)  (be sure to blank out any email addresses for privacy)   + Letters or emails from hotels (if available)  (be sure to blank out any addresses for privacy) * Telephones (various styles) * Two-way radio sets * Copies of handouts   **PowerPoint:**   * Let’s Talk It Over – Telecommunications   **Graphic Organizers:**   * KWL – Telecommunications * Let’s Talk It Over – Telecommunications Notes * Let’s Talk It Over – Telecommunications Notes (Key)   **Handouts:**   * Email Communications Practice * Phone Courtesy Scenarios * Rubric for Phone Courtesy Role-Play and Email Communications * Top Ten Telephone Practices |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Display as many materials as you have available in the front of the classroom so that students see them as they enter (see Materials or Specialized Equipment Needed tab).   —-  Divide the class into subgroups of three. Distribute a large piece of paper and a marker. Ask the students to write down as many communication devices as they can think of that a hotel business uses in the industry today and at least one example of how they use each device.  Have each group present their devices and examples and post the papers on the white board or around the room. Compare the lists and have the students find the similarities and differences.  —  Begin the lesson by asking students the following questions:   * What do you think these items have in common? * Before telephones existed, how did people communicate? * How did people in the past communicate over a distance? * Is what you say more or less important than how you say it? * How else do people communicate today? * How has communication changed in the last 5 to 10 years? * How do hotels communicate today?   Distribute the graphic organizer KWL – Telecommunications and have students fill out the first two sections.   * K – What do I KNOW about telecommunications? What does telecommunication equipment mean to me? * W – What do I WANT to know about telecommunications in business?   The last box will be completed during lesson closure. |
| **Direct Instruction \*** | Review lesson objectives, terms, and definitions.  Distribute Let’s Talk It Over – Telecommunications Notes. Students will be expected to take notes during the slide presentation.  Introduce the PowerPoint Let’s Talk It Over – Telecommunications and begin a discussion with students.  View YouTube video:   * Visual History of Telecommunications  Video montage prepared to help kick-off Location 2.0 Summit 2009 at CTIA in San DiegoTelecommunications evolution from 1850s thru Oct 8, 2009 <http://www.youtube.com/watch?v=aBuAujwygLw&feature=share&list=PLQRaesQXyAr2PoRZq2QQJ9AgjeTWraxAB&index=7>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * highlight materials for emphasis * provide students with vocabulary list with definitions prior to lesson * work with a peer tutor * use study guides * provide printed PowerPoint Notes for assistance with note-taking |
| **Guided Practice \*** | Before class:  Print the Phone Courtesy Scenarios on cardstock. Cut and separate and place in a basket. Blank cards are available to add more scenarios.  —  Display handout Top Ten Telephone Practices on a light projector and discuss each step with the class. Demonstrate using a phone if possible.  The following questions may be asked:   * Do you agree with the practices or should any be replaced? * Should the list be expanded to include additional practices and skills? * Are any of these practices unique to the hotel industry? * Would any of these practices not apply to phone courtesy?   Allow each student to draw a card from the basket and take turns role-playing the scenario. Allow them time to practice the phone scenario and take notes.  Guide the students as they act out the phone or radio calls.  Note: cell phones may be used but be sure to check with the school district guidelines.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * peer tutor |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of three.  Distribute handout Email Communication Practice  Explain the writing assignment. Discuss how important timelines are to the email communications.  Distribute Rubric for Phone Courtesy Role-Play and Email Communications so that students may understand what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reduce assignment * extended time for assignment * work with a peer tutor |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Have students complete the last section on their KWL Chart – Telecommunications.   * What did I learn about telecommunications for hotel businesses?   Ask the students to describe a future communication device they believe will be useful in the hotel industry in 10 years. This is an opportunity for the students to use their imaginations. |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * praise participation * opportunity to respond orally |
| **References/Resources/**  **Teacher Preparation** | **Textbook:**   * Reynolds, J. S. and Chase, D. M. (2014) *Hospitality Services.* Third Edition. Tinley Park, Illinois: The Goodheart-Willcox Company, Inc.   **YouTube:**   * Visual History of Telecommunications  Video montage prepared to help kick-off Location 2.0 Summit 2009 at CTIA in San DiegoTelecommunications evolution from 1850s thru Oct 8, 2009 <http://www.youtube.com/watch?v=aBuAujwygLw&feature=share&list=PLQRaesQXyAr2PoRZq2QQJ9AgjeTWraxAB&index=7> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Encourage students to read the following articles pertaining to this lesson:   * Hotel Phone Etiquette  Hotel telephone etiquette requires more than a pleasant greeting and friendly speaking voice. Hotel employees who answer phones promptly and can respond to callers’ needs accurately can have a positive impact on business.<http://www.ehow.com/facts_6945939_hotel-phone-etiquette.html> * Phone Etiquette for Receptionists  The receptionist gives the first impression of a company to prospects and customers. Any caller to the business will speak with the telephone receptionist before any other employee.<http://www.ehow.com/facts_5005002_phone-etiquette-receptionists.html> * Telecommunication Equipment Terminology The telecommunications industry created a language of acronyms to describe wireless and telecommunications equipment used by technicians in the industry.<http://www.ehow.com/info_12213806_telecommunication-equipment-terminology.html>   **Reading Strategy**  Encourage students to connect reading and their life experiences or prior knowledge. |
| **Quotes** | The more we elaborate our means of communication, the less we communicate. **-J. B. Priestley**  The single biggest problem in communication is the illusion that it has taken place. **-George Bernard Shaw**  The most important thing in communication is hearing what isn’t said. **-Peter Drucker**  Communication is a skill that you can learn. It’s like riding a bicycle or typing. If you’re willing to work at it, you can rapidly improve the quality of every part of your life. **-Brian Tracy**  To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others. **-Tony Robbins**  Of all of our inventions for mass communication, pictures still speak the most universally understood language. **-Walt Disney**  The ability to simplify means to eliminate the unnecessary so that the necessary may speak. **-Hans Hofmann**  Genius is the ability to put into effect what is on your mind. **-F. Scott Fitzgerald** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * When someone says “Communication includes” I immediately think …. * I believe the best way to communicate without being misunderstood is to …. * Communication by texting has the following issues …. * Communication by phone has the following advantages and disadvantages …. * When communicating with someone who has hearing impairment you …. * When you need to communicate with someone who is blind or has sight impairment it is important to …. * Technology in communication has improved over the last 15 years by … due to …   **Writing Strategy:**   * RAFT   + Role: Student   + Audience: Front Desk Manager in a local hotel   + Format: Interview   + Topic: Telecommunication and communication   Ask a series of questions regarding telecommunication such as the various devices used, types of phone systems and how their email and texting might be tied into the Property Management System (PMS) system. Also take the opportunity to ask about the importance of communication to their overall hotel business. |
| **Communication**  **90 Second Speech Topics** | * Hotels communicate using these methods … * To take a proper telephone message you need to … * Seven skills required for proper telephone use for business are … * One of the most important aspects to business emails is to remain professional because … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | In groups of 2 or 3, have students compare advantages and disadvantages of various communication devices that a hotel uses including phone, website, email, texting, and two-way radio. Have them compare these advantages and disadvantages when communicating to an employee versus a guest.  You may also have 2 to 3 students compare features of various business phone models from various phone companies. |
| **Family/Community Connection** | Ask a manager or front office manager (someone who handles the communications), from a local hotel to speak to the class about how they communicate to their guests and what they believe are the advantages and disadvantages of each method. This will probably be different for an independent local hotel from a local chain hotel. It would be beneficial to have a panel of speakers of various hotel types represented. |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**  <http://www.texasfccla.org>   * Star Events:   + Hospitality, Tourism, and Recreation is an individual or team event that recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business.   Lesson is preparation for Hospitality LEO test. |
| **Service Learning Projects** | True service learning is developed with student voice about concerns and needs. As the students are learning and researching this topic, ask them to think about ways they can maximize their learning to benefit others.  For more information, visit: [www.ysa.org](http://www.ysa.org)  Brainstorm with your students for a service project pertaining to this lesson. Ask students how they will use what they have learned about marketing and communications.  Example:  Students could organize a phone bank in their community to fundraise for a particular cause. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)