



1.3 Business Communication I - Assignment	
Student Name & Nr:	100

Brief:

This assessment is **individual work** – it must be completed on your own without the assistance of any other students.

This assignment is based on the work you covered in Module 1.3 Business Communication I. You are required to illustrate how and why hospitality businesses often fall short in terms of effective communication and what the consequences of poor business communication are for its employees, and customers. You will end your report with recommendations on how a hospitality business can improve their ability to communicate effectively.

Marks will be awarded for your ability to gather and analyse data and to formulate the information into an academic report.

Structure:

Assignments must be formatted according to the IHT Assignment template using the following structure.

Marks will be awarded for the structuring, formatting, and technical care of your assignment.

Front Matter

- 1.1 Cover page with Declaration
- 1.2 Executive Summary
- 1.3 Table of Contents

Body Matter

- 2.1 Introduction
- 2.2 Discussion on Business Communication
- 2.3 Discussion on Employee Communication
- 2.4 Discussion on Customer Communication
- 2.5 Recommendations
- 2.6 Conclusion

End Matter

- 3.1 Reference list
- 3.2 Appendices

**Marking Criteria:**

The following criteria will be used to mark your assignment, acting as a good guideline for setting up your assignment.

Content

Discussion on Business Communication	(15)
- Reasons why hospitality businesses do not communicate effectively	
Discussion on Employee communication	(20)
- Typical shortfalls in terms of staff communication	
- Consequences of poor communication with employees	
Discussion on Customer Communication	(20)
- Typical shortfalls in terms of customers communication	
- Consequences of poor communication with customers	
Recommendations	(15)
- Recommendations on ways in which hospitality businesses could communicate more effectively	
Total	[70]

Structure, Formatting and technical care

1.1	Cover page with Declaration	(5)
1.2	Executive Summary	(15)
1.3	Table of Contents	(5)
2.1	Introduction	(10)
2.2-	Findings and Results	
2.5		
2.5	Conclusion	(10)
3.1	Reference list	(10)
3.2	Appendices	(5)
4.	Writing Skills and Technical care	(15)
Total		[80]

**Summary of marks:**

Content Mark	70		
Content Weight		50%	
Technical Care Mark	80		
Technical Care Weight		50%	
ASSIGNMENT TOTAL %		100%	

Submission date	Tu, 8 March 2022
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