

## Subject Description Form

<b>Subject Code</b>	CBS2002
<b>Subject Title</b>	Chinese Writing Communication
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This course aims at fostering students' competence in written expressions including general and practical writings through practice, commentary and discussion.
<b>Intended Learning Outcomes</b>	After completing the course, students are expected to: <ul style="list-style-type: none"> <li>a. master the basic writing skills to produce fluent and precise writings for vocational purposes;</li> <li>b. be able to apply the relevant language and presentation skills for expository and argumentative writings;</li> <li>c. be able to write various kinds of practical writing in relation to business planning, promotion, administration and management.</li> <li>d. possess the ability to read and analyse essays of different styles.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	Unit 1 Basic writing and organization skills training Unit 2 Setting up a business: letter of intention and proposal Unit 3 Marketing and promotion: letter of direct-sale Unit 4 Business management: report writing Unit 5 Business administration: official letter Unit 6 Comprehensive language skills training and self-learning strategies
<b>Teaching/Learning Methodology</b>	The teaching and learning process which consists of subject teachers' supervision and students' feedback would be an interactive one. After class consultation forms another major element to maximize communications between students and teachers.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	
	1. Course Work	60%	✓	✓	✓	✓	
	2. Term end test	40%	✓	✓	✓	✓	
Total	100 %						
<b>Student Study Effort Required</b>	Class contact:						
	▪ Seminar		42 Hrs.				
	Other student study effort:						
	▪ Outside class practice		3 x 10 = 36 Hrs.				
	▪ Self-study		3 x 14 = 42 Hrs.				
	Total student study effort		120 Hrs.				
<b>Reading List and References</b>	<ol style="list-style-type: none"> <li>1. 胡裕樹主編《大學寫作》，復旦大學出版社，1985。</li> <li>2. 劉孟宇，諸孝正主編《寫作大要》，廣州中山大學出版社，1986。</li> <li>3. 張繼緬《寫作技法八講》，中國青年出版社，1986。</li> <li>4. 戈弋，劉文義主編《漢語及寫作》，北京語言學院，1987。</li> <li>5. 現代應用文編寫組《現代應用文》，星洲日報、天地圖書有限公司、萬里機構出版有限公司聯合出版，1989。</li> <li>6. 史文周主編《寫作概論》，陝西師範大學出版社，1991。</li> <li>7. 孫元魁、孟慶忠編著《議論文研究與鑒賞》，山東教育出版社，1992。</li> <li>8. 陳鍾梁、張振華《說明文寫作指導》，上海教育出版社，1993。</li> <li>9. 香港貿易發展局中文事務組編《中國貿易應用文》，香港三聯書店，1994。</li> <li>10. 香港管理專業協會編《最新國內商業信札》第二版，香港勤 + 緣出版社，1994。褚</li> <li>11. 馮式《現代應用文手冊》，中流出版社，1995。</li> <li>12. 張會恩、曾祥芹主編《文章學教程》，上海教育出版社，1995。</li> <li>13. 于成鯤等《現代應用文》，復旦大學出版社，1996。</li> <li>14. 李欣主編《公務文書寫作概述》，高等教育出版社，1996。</li> <li>15. 法定語文事務署《政府公文寫作手冊》，1996。</li> <li>16. 周錫靚《中文應用寫作教程》，香港三聯書店，1996。</li> </ol>						