

# The Hong Kong Polytechnic University

## Subject Description Form

*Please read the notes at the end of the table carefully before completing the form.*

<b>Subject Code</b>	CLC3281P (2019-20 onward) CBS3281P (2018-19 and before)
<b>Subject Title</b>	Chinese Communication for Hospitality and Tourism Professionals
<b>Credit Value</b>	2
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil. (Year 3 or Year 4)
<b>Objectives</b>	This subject aims to develop students' competence in written and spoken Chinese for effective communication in the professions of hospitality and tourism.
<b>Intended Learning Outcomes</b>  <i>(Note 1)</i>	Upon completion of the subject, students will be able to: (a) develop effective communication skills and strategies in both written Chinese and Putonghua in professional context;  (b) master the format, organization, language and style of expression of various genres of Chinese practical writing such as notice, memo, letter, news release, publicity materials, reports and proposals;  (c) read and write professional documents/articles/report for practical purposes;  (d) give formal presentation and engage in formal discussion in Putonghua;
<b>Subject Synopsis/ Indicative Syllabus</b>  <i>(Note 2)</i>	<ol style="list-style-type: none"> <li>1. Written Chinese of context dependent variation for practical purposes <ul style="list-style-type: none"> <li>• Letters of correspondence, application, invitation, thanks, request, make a complaint, response to complaint;</li> <li>• Official notice, email corresponding, instruction, draft of speech,</li> <li>• Press release, introductory leaflet, poster information for publicity</li> </ul> </li> <li>2. Professional related literacy in Chinese <ul style="list-style-type: none"> <li>• Reading of professional essay, reports and proposals;</li> <li>• Writing of professional report and proposal</li> </ul> </li> <li>3. Oral Presentation <ul style="list-style-type: none"> <li>• Power point presentation in formal context</li> <li>• Formal discussion</li> </ul> </li> </ol>

<b>Teaching/Learning Methodology</b>  <i>(Note 3)</i>	<p>The subject will motivate the students' active participation by assigning group collaboration, individual presentation, and group discussion. Teaching materials will be presented in both printed mode and audio-visual mode. For the training of accuracy in written and spoken Chinese, students will be supplemented with materials in self-access manner. Lessons will be delivered in Putonghua. Teacher consultation will also be offered to the students depending on individual need.</p>																																																												
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>  <i>(Note 4)</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="width: 30%;">Specific assessment methods/tasks</th> <th rowspan="2" style="width: 10%;">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th style="width: 5%;">a</th> <th style="width: 5%;">b</th> <th style="width: 5%;">c</th> <th style="width: 5%;">d</th> <th style="width: 5%;"></th> <th style="width: 5%;"></th> </tr> </thead> <tbody> <tr> <td>1. Report/Proposal</td> <td>30%</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Two written tasks for communication (such as letter, press release)</td> <td>30%</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Oral Presentation in Putonghua</td> <td>30%</td> <td style="text-align: center;">√</td> <td></td> <td></td> <td style="text-align: center;">√</td> <td></td> <td></td> </tr> <tr> <td>4. Class Participation</td> <td>10%</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td style="text-align: center;">√</td> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d			1. Report/Proposal	30%	√	√	√				2. Two written tasks for communication (such as letter, press release)	30%	√	√	√				3. Oral Presentation in Putonghua	30%	√			√			4. Class Participation	10%	√	√	√	√			<b>Total</b>	<b>100%</b>						
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.