

The Hong Kong Polytechnic University

Subject Description Form

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

Subject Code	CLC3211P (2019-20 onward) CBS3211P (2018-19 and before)
Subject Title	Professional Communication in Chinese for Applied Science
Credit Value	2
Level	3
Pre-requisite / Co-requisite/ Exclusion	This subject will be offered to students in 3 rd year of their study, which implies that they have fulfilled the Language and Communication Requirement in their 1 st /2 nd year of study. Exclusion: CLC3212P (Professional Communication in Chinese for Data Science)
Objectives	This course aims at fostering students' competence in written expressions including general and practical writings through practice, commentary and discussion.
Intended Learning Outcomes (Note 1)	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. interface statistical and mathematical concepts with clear and precise language constructions approachable to the general public; b. master linguistic skills including cohesion and coherence, appropriateness, accuracy, etc. for presenting ideas in expository, persuasive and argumentative texts; c. compose works of common business genres including informational reports, analytical reports and/or correspondence; d. translate messages of finance and investment between English and Chinese for business communication; and e. conduct effective oral presentation in Putonghua.

Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	Indicative Content: <ul style="list-style-type: none">• Organization of ideas in a coherent manner for delivery of information or message,• Competence of translating message/information between English and Chinese for communication,• Letter, report, press release for correspondence and publicity,• Accuracy and effectiveness in oral communications, presentation of power point on proposal or working plan,																																														
Teaching/Learning Methodology <i>(Note 3)</i>	<ul style="list-style-type: none">• Interactive seminars with reading and writing exercises, teaching students various instructive Chinese communication skills, group discussion, presentation drills;• Pro-class self study is required with related reading and writing exercises;• Teacher’s consultation will be offered to the students depending on their individual need.																																														
Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th></tr><tr><td>1. Written assignments</td><td>70 %</td><td>√</td><td>√</td><td>√</td><td>√</td><td></td></tr><tr><td>2. Oral presentations</td><td>20 %</td><td>√</td><td></td><td></td><td></td><td>√</td></tr><tr><td>3. In-class participation and exercises</td><td>10%</td><td>√</td><td>√</td><td>√</td><td>√</td><td>√</td></tr><tr><td>Total</td><td>100 %</td><td colspan="5"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assignments of written report and letter writing will be assessed by using criterion reference rubrics. Translation will be assessed in terms of linguistic correctness, and clarity of ideas in the transition. Oral presentation is assessment in criterion reference which covers contents, structure, appearance, and effectiveness.</p> <p>Students may use GenAI in assessment unless they have been told otherwise before the assessment. The work submitted for assessment must be students’ own work. The submitted work may not be accepted for the purpose of assessment if its authenticity is questionable. Third-party materials (included AI-generated materials) used in the work must be properly referenced. Submitting third-party materials as their own</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	1. Written assignments	70 %	√	√	√	√		2. Oral presentations	20 %	√				√	3. In-class participation and exercises	10%	√	√	√	√	√	Total	100 %					
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																													
		a	b	c	d	e																																									
1. Written assignments	70 %	√	√	√	√																																										
2. Oral presentations	20 %	√				√																																									
3. In-class participation and exercises	10%	√	√	√	√	√																																									
Total	100 %																																														

	<p>work is an act of academic dishonesty and will lead to disciplinary actions.</p> <p>Departments and subject teachers have the discretion to request students to make an honour declaration for the authenticity of the work they submit for assessment.</p>	
Student Study Effort Expected	Class contact:	
	▪ Seminar	26 Hrs.
	Other student study effort:	
	▪ Assignments	2 x 15 = 30 Hrs.
	▪ Self -study	2 x 15 = 30 Hrs.
	Total student study effort	86 Hrs.
Reading List and References	<ol style="list-style-type: none"> 1. 周錫馥編著（1996）：《中文應用寫作教程》。香港：三聯書店(香港)有限公司。 2. 法定語文事務署（1996）：《政府公文寫作手冊》。香港：香港特別行政區政府，公務員事務局法定語文事務部。 3. 李家樹、陳遠止、謝耀基（1999）：《漢語綜述》。香港：香港大學出版社。 4. 李錦昌（2000）：《現代商業傳意大全》。香港：商務印書館。 5. 香港城市大學語文學部編著（2001）：《中文傳意基礎篇》。香港：香港城市大學出版社。 6. 香港城市大學語文學部編著（2001）：《中文傳意寫作篇》。香港：香港城市大學出版社。 7. 盧丹懷、何寅、謝天振編著（2002）：《中港應用文傳意大全》。香港：香港商務印書館。 8. 邢福義、汪國勝（2003）：《現代漢語》。武昌：華中師範大學出版社。 9. 于成鯤主編（2003）：《現代應用文》。上海：復旦大學出版社。 10. 岑紹基、謝錫金、于成鯤、祁永華（2004）：《中國內地實用文闡釋》。香港：香港教育圖書公司。 11. 邵敬敏（2007）：《現代漢語通論》。上海：上海教育出版社。 12. 張昱主編，王敏撰稿（2008）：《實用語言表達能力訓練教 	

	<p>程》。武漢：華中科技大學出版社。</p> <p>13. 于成鯤等主編（2011）：《當代應用文寫作規範叢書》。上海：復旦大學出版社。</p> <p>14. 于成鯤、陳瑞端、秦扶一、金振邦等主編（2011）：《科教文與社交文書寫作典範》。上海：復旦大學出版社。</p> <p>15. 廖柏森、歐冠宇、李亭穎、吳碩禹、陳雅齡、張思婷、游懿萱、劉宜霖（2013）：《英中筆譯 2：各類文體翻譯實務》。台北：眾文圖書股份有限公司。</p> <p>16. 施又文（2016）：《易上手：實用文書與禮儀》。台北：新學林出版股份有限公司。</p> <p>17. 胡昭民（2024）：《行動行銷的 13 堂關鍵必修課：ChatGPT・社群・APP・LINE・大數據・抖音・元宇宙・Mobile SEO・GA 到 GA4》。新北：博碩文化股份有限公司。</p> <p>CLC 製作參考網頁：</p> <ol style="list-style-type: none"> 1. 中英對照常用專業詞彙庫： https://www.polyu.edu.hk/clc/app/glossary/ 2. 消滅錯別字： https://www.polyu.edu.hk/cbs/typo
--	--

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.