

<b>Subject Code</b>	ENGL4001
<b>Subject Title</b>	English for Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<p>This subject is designed to further develop students' English language proficiency skills. Students taking this subject will already have followed the subjects <i>English for Effective Communication</i>, <i>English for Academic Communication</i>, <i>English for Advanced Academic Writing</i>, and <i>English for Professional Communication</i>, and will have a very high proficiency level in listening, speaking, reading and writing.</p> <p>The subject primarily focuses on the English communication skills required to handle the kinds of discourse encountered at the managerial level in organizations (including the discourses involved in more complex logistic processes). In other words, students will acquire the linguistic competence needed to evaluate and master the complexities encountered in higher level professional contexts resulting from, for example, differing corporate cultures and increased levels of ambiguity.</p> <p>This subject sets out to enable students to develop the English language skills required to function effectively in an autonomous (as opposed to a guided) context. In the subjects <i>English for Professional Communication</i>, students learn the communicative skills necessary to understand and produce guided discourses.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A: Professional/academic knowledge and skills</b></p> <ol style="list-style-type: none"> <li>a. control and manage the language of the recruitment process;</li> <li>b. communicate effectively and creatively in a managerial role;</li> <li>c. apply their creative capacities to 'think outside the box' and generate 'new solutions to old problems';</li> <li>d. demonstrate effective negotiation skills in achieving a win-win situation in different negotiating scenarios in the workplace;</li> <li>e. capitalize on their leadership and entrepreneurial skills;</li> <li>f. make use of leadership, public speaking and discussion skills when chairing;</li> <li>g. demonstrate leadership and entrepreneurial qualities through</li> </ol>



	Total	100 %	
	<p><b>The main purpose of the assessed tasks is to measure students' understanding of the course and their ability to apply what they have learned to analyse and produce spoken and written texts in a managerial context.</b></p> <p>The in-class assessment (40%) is to check students' understanding of key concepts in managerial writing and their ability to analyse, produce, and revise written texts in a managerial context.</p> <p>The business presentation (20%) is to provide students the opportunity to practice speaking English in a business communication situation, such as a venture capital pitch, a market analysis, or a business solution to a grand challenge, etc.</p> <p>The interview simulation (30%) will provide students with the opportunity to role play various positions in the interview process.</p> <p>Class participation (10%) includes in-class activities such as negotiation, interviews, and presentations throughout the semester.</p>		
<b>Student Study Effort Expected</b>	Class contact:		
	▪ Seminars		39 Hrs.
	Other student study effort:		
	▪ Private study		58 Hrs.
	▪ Take-home assignments		29 Hrs.
	Total student study effort		
<b>Reading List and References</b>	<p>Angell, P. (2007). <i>Business communication design: Creativity, strategies, and solutions</i>. McGraw-Hill.</p> <p>Bhatia, V. J. (1993). <i>Analysing genre: Language use in professional settings</i>. Longman.</p> <p>Bilbow, G. T. (2004). <i>Business writing for Hong Kong</i> (3rd ed.). Longman.</p> <p>Caster, K. &amp; Palmer, D. (1989). <i>Business assignments</i>. Oxford University Press.</p> <p>Chan, M. (2009). 「職」時上位，名人英語全面睇. World Publishing Limited.</p> <p>Guffey, M.E. (2004). <i>Essentials of business communication</i> (6<sup>th</sup> ed.). South-</p>		

	<p>Western College Pub. Locker, K.O. (2008). <i>Business and administrative communication</i>. McGraw-Hill. Mascull, B. (2002). <i>Business vocabulary in use</i>. Cambridge University Press. Thill, J.V., &amp; Bovee, C.L. (2008). <i>Excellence in business communication</i>. Prentice Hall.</p> <p>Authentic materials produced by the Department of English and Communication.</p>
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Revised by Kathleen Ahrens, March 2023