

Subject Code	ENGL561
Subject Title	Practical Communication Strategies I
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	N/A
Objectives	<p>This course (i.e. Practical Communication Strategies I) is to introduce students to the use of English for communicating in business contexts. It focuses on written tasks requiring a sophisticated level of communicative competence in English. The course emphasizes productive writing skills as well as receptive reading skills, and contains focuses not only on written accuracy (lexical, grammatical and discourse) but also on appropriacy.</p> <p>Students are expected to raise their awareness of the genres of business and professional discourse types, and to further develop their ability in the necessary language skills required in the workplace.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/academic knowledge and skills</p> <ul style="list-style-type: none"> a. understand the need for effective communication skills relating to career development and advancement; b. analyse a variety of business contexts and produce texts that fulfill the stated goals; c. grasp effective writing skills for business, including awareness of notions of correctness, readability, conciseness, clarity, emphasis, positiveness, reader-centred writing and so on; d. demonstrate sophisticated level of communicative competence in English in dealing with business-related activities; e. develop a high degree of confidence in the use of English in the many different communicative situations likely to be met in management both in a Hong Kong context and internationally. <p>Category B: Attributes for all-roundedness</p> <ul style="list-style-type: none"> f. display analytical and critical thinking; g. pursue life long learning; h. display leadership and entrepreneurship skills.
Subject Synopsis	<ol style="list-style-type: none"> 1. Overview of features of business English 2. Editing and proofreading texts 3. Different genres of writing: Email Communication/letters/sales correspondence 4. Communicative functions of email/letters (e.g. negative messages, goodwill messages, making enquiries, replies to enquiries, etc)

References	<p>Wadsworth.</p> <p>Angell, P. (2007). <i>Business communication design: Creativity, strategies, and solutions</i> (2nd ed.). Boston: McGraw-Hill.</p> <p>Bhatia, V. J. (1993). <i>Analysing genre: Language use in professional settings</i>. London: Longman.</p> <p>Bilbow, G. T. (2004). <i>Business writing for Hong Kong</i> (3rd ed.). Hong Kong: Longman.</p> <p>Caster, K., & Palmer, D. (1989). <i>Business assignments</i>. Oxford: Oxford University Press.</p> <p>Chan, M. (2009). 「職」時上位，名人英語全面睇. Hong Kong: World Publishing Limited.</p> <p>Chan, M. (2013). 職場英語. Hong Kong: World Publishing Limited.</p> <p>Comfort, J. (2000). <i>Effective meetings</i>. Oxford: Oxford University Press.</p> <p>Cotton, D., Falvey, D., & Kent, S. (2010). <i>Market leader: Upper intermediate business English</i> (3rd ed.). Harlow: Longman</p> <p>Donna, S. (2000). <i>Teach business English: A comprehensive introduction to business English</i>. Cambridge/New York: Cambridge University Press.</p> <p>Guffey, M.E. (2013). <i>Essentials of business communication</i> (9th ed.). Mason, Ohio: South-Western College Pub.</p> <p>Johnson, C., Trappe, T., Tullis, G., Barrall, N., & Barrall, I. (2006). <i>Intelligent business coursebook: Upper intermediate business English</i>. Harlow, England: Pearson Longman.</p> <p>Jones, L., & Alexander, R. (2000). <i>New international business English</i>. Cambridge: Cambridge University Press.</p> <p>Locke, K. O., & Kienzler, D. S. (2013). <i>Business and administrative communication</i> (10th ed.). New York: McGraw-Hill/Irwin.</p> <p>Markel, M. H. (2010). <i>Technical communication</i> (9th ed.). Boston, MA: Bedford/St. Martins.</p> <p>Mascull, B. (2002). <i>Business vocabulary in use</i>. Cambridge: Cambridge University Press.</p> <p>Shulman, M. (2006). <i>In focus: Strategies for business writers</i>. Ann Arbor: University of Michigan Press.</p> <p>Singh, M., Kell, P., & Pandian, A. (2002). <i>Appropriating English: Innovation in the global business of English language teaching</i>. New York: Peter Lang.</p>
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	<p>Sweeney, S. (2004). <i>Communicating in business</i> (2nd ed.). Cambridge: Cambridge University Press.</p> <p>Thill, J. V., & Bovée, C. L. (2013). <i>Excellence in business communication</i> (10th ed.). Boston: Pearson.</p> <p>An additional reference list of journal papers for each topic will also be provided for students.</p>
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Revised by Prof. Stefano Occhipinti (Nov 2022)