

Subject Code	ENGL564
Subject Title	Practical Communication Strategies II
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	N/A
Objectives	This course aims to introduce students to the use of English for communicating in business contexts. It develops students' skills and proficiency levels in listening, speaking, reading and writing for the Hong Kong workplace, and provides students with guided practice in a wide range of communication strategies for successful communication in the workplace.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> 1. display a critical and creative awareness of business genres in the workplace, including business report writing; 2. prepare and deliver effective oral business presentations; 3. participate effectively in business meetings; 4. participate in online organizational communication effectively and tactfully; and 5. develop a high degree of confidence in the use of English in 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> <ol style="list-style-type: none"> 6. apply creative capacities to 'think outside the box' and generate 'new solutions to old problems'; 7. capitalise on leadership and entrepreneurial skills; 8. demonstrate leadership and entrepreneurial qualities through use of language; 9. function effectively both independently and as a leader of a team.
Subject Synopsis/ Indicative Syllabus	<p>The main areas covered in this subject are:</p> <ul style="list-style-type: none"> • oral presentations / public speaking • business reports • online organizational communication • negotiations / meetings
Teaching/Learning Methodology	The teaching and learning approach will be task-based, student-centred, interactive, and reflective. Students will learn how to handle different workplace communicative tasks through small group discussions, role-plays, classroom presentations, seminars and simulated language activities. This subject requires critical and creative thinking, problem- solving skills and the ability to attend to detail.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed									
			1	2	3	4	5	6	7	8	9	
	1. Persuasive speech	20%	√					√	√	√	√	
2. Business report	40%	√					√	√	√	√		
3. Group project	25%			√	√	√	√	√	√	√		
4. Participation	15%	√	√	√	√	√	√	√	√	√		
Total	100 %											
<p>The main purpose of the assessed tasks is to measure students' understanding of the key concepts and their ability to apply what they have learned. The syllabus writer wants to ensure that assessment is <i>for</i> learning as well as <i>of</i> learning.</p> <p>The assessment tasks reflect this philosophy in the way they meet ILOs:</p> <p>1) Persuasive speech: it allows students to demonstrate understanding of the features of spoken discourse and written discourse, and their ability to produce a persuasive and effective speech.</p> <p>2) Business report: it requires students to read, analyze and interpret a data file for the completion of a business report. Students will be required to make use of data and collect further secondary data to write a coherent and cohesive written business report.</p> <p>3) Group project: it provides students with an opportunity to deal with an authentic online organizational communication issue which requires them to demonstrate their ability to understand and analyse the situation, and to apply concepts and theories of organizational communication and linguistics.</p> <p>4) Participation: it encourages students to participate actively in teaching and learning activities.</p>												
Student Study Effort Expected	Class contact:											
	▪ Seminars											39 Hrs.
	Other student study effort:											
	▪ Private study											81 Hrs.
	Total student study effort											120 Hrs.

<p>Reading List and References</p>	<p>Adler, R. B., & Elmhorst, J. M. (2010). <i>Communicating at work: Principles and practices for business and the professions</i> (10th ed.). New York: McGraw-Hill Higher Education.</p> <p>Angell, P. (2007). <i>Business communication design: Creativity, strategies, and solutions</i> (2nd ed.). Boston: McGraw-Hill.</p> <p>Handford, M. (2010). <i>The language of business meetings</i>. Cambridge: Cambridge University Press.</p> <p>Hyland, K. (2005). <i>Metadiscourse: Exploring Interaction in Writing</i>. London; New York: Continuum.</p> <p>Krizan, A.C., Merrier, P. and Larson Jones, C. (2005). <i>Business communication</i>. Mason, Ohio: South Western/Thomson.</p> <p>Kuiper, S., & Clippinger, D. A. (2013). <i>Contemporary business reports</i> (5th ed.). Mason, OH: South-Western, Cengage Learning.</p> <p>Lehman, C. M. and DuFrene, D. D. (2005). <i>Business communication</i>. Mason, Ohio: South-Western.</p> <p>Lesikar, R.V., & Flatley, M. E. (2008). <i>Business communication: Making connections in a digital world</i>. New York: McGraw-Hill Higher Education.</p> <p>Locker, K. O. (2008). <i>Business and administrative communication</i>. New York: Irwin/McGraw-Hill.</p> <p>Locker, K. O., & Kyo Kaczmarek, S. (2013). <i>Business communication: Building critical skills</i> (6th ed.). New York: McGraw-Hill/Irwin.</p> <p>Mascull, B. (2010). <i>Business vocabulary in use (Advanced)</i> (2nd ed.). Cambridge: Cambridge University Press.</p> <p>Thill, J. V., & Bovee, C. L. (2013). <i>Excellence in business communication</i> (10th ed.). Boston: Pearson.</p> <p>An additional reference list of journal papers about the teaching topics will also be provided for students.</p>	

Revised by Victor Ho (April 2020)