

Subject Code	ENGL2001
Subject Title	English for Professional Communication
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	<p>This is a core proficiency subject which explicitly focuses on developing English language proficiency skills as used in the context of professional communication. Students taking this subject will already have advanced-level language skills in listening, speaking, reading and writing. This subject aims to elevate students to an advanced competency level in professional communication.</p> <p>The subject is designed to develop students' communication skills in English through a focus on authentic tasks undertaken by professionals in the early stages of their careers. At the end of this subject, students will be able to produce a range of appropriate texts (written and spoken) and communicate in professional settings where workplace interactions are conducted wholly or partly in English.</p> <p>This subject sets out to enable students to develop the English language skills required to function effectively in a guided (as opposed to an autonomous) context. In the subject <i>English for Management</i>, students will learn the communicative skills necessary to understand and produce autonomous discourses.</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> <ol style="list-style-type: none"> a. analyse a variety of business contexts and produce English texts undertaken by junior professionals; b. develop writing skills related to conducting primary and secondary data research; c. critically interact with and understand the nature and function of various business communication genres; d. analyse, understand and construct the generic structure and lexical-grammatical resources appropriate for business discourse; e. design and produce a variety of professional reports; f. plan, deliver and evaluate professional presentations.

	<p>Category B: Attributes for all-roundedness</p> <p>g. work creatively, both independently and as a member of a team; h. demonstrate a global outlook and an awareness of cultural diversity in professional communication.</p>																																																										
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Students will be asked to</p> <ol style="list-style-type: none"> 1. present and report problems and solutions in a business setting in professional writing formats; 2. plan and consider business strategies through a case study approach; 3. conduct primary and secondary data research; 4. deliver effective oral business/professional presentations; and 5. reflect on their learning performance. 																																																										
<p>Teaching/ Learning Methodology</p>	<p>This is a language and communication class with topics revolving around business discourse. In the class, students are engaged in performing business simulations, reading business journals, making presentations, group discussions and problem-solving activities. To maximize learning, students should participate as actively as possible. This subject requires critical and creative thinking, problem-solving and attention to detail.</p>																																																										
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="456 1094 1417 1696"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="8">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> <th>f</th> <th>g</th> <th>h</th> </tr> </thead> <tbody> <tr> <td>1. Mid-term quiz (individual)</td> <td>20%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Oral Presentation (group)</td> <td>35%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Final business paper (individual)</td> <td>45%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Students will participate in a variety of group activities and projects. Students' performance in the two written tasks (i.e. a 2-page mid-term quiz and a 1000-word final business paper) on a given topic identified as relevant within a professional context will be assessed on an individual basis. For the</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								a	b	c	d	e	f	g	h	1. Mid-term quiz (individual)	20%	✓		✓	✓	✓				2. Oral Presentation (group)	35%	✓		✓	✓	✓	✓	✓	✓	3. Final business paper (individual)	45%	✓	✓	✓	✓	✓	✓			Total	100 %								
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	<p>oral presentation, students will examine a representative business case and team up to prepare and deliver oral presentations.</p> <p>All this, in an integrated manner, will contribute to the fulfilment of the subject's intended learning outcomes and to a long-term development of students' professional and academic knowledge and skills and their generic attributes.</p>	
Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Seminars 	39 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Private study 	56 Hrs.
	<ul style="list-style-type: none"> ▪ Take-home assignments 	28 Hrs.
Reading List and References	<p>Recommended Reading List</p> <p>Bilbow, G. 1996. <i>Business Speaking for Hong Kong</i>. Hong Kong: Longman,</p> <p>Bilbow, G. 1997. <i>Business Writing for Hong Kong (3rd edition)</i>. Hong Kong: Longman.</p> <p>Denham, W & Sansom, E. 1997. <i>Presentation Skills Training: 30 High Involvement Training Designs</i>. New York: McGraw-Hill.</p> <p>Lesikar, R. & Marie, E. 2002. <i>Basic Business Communication</i>. Boston, Mass: McGraw-Hill, 9th ed.</p> <p>Ventola, E., C. Shalom & S. Thompson (Eds). 2002. <i>The language of conferencing</i>. Frankfurt a.M. Lang.</p> <p>Authentic materials produced by the English Department</p>	

Revised by Angela Tse, February 2018