

Subject Code	ENGL325
Subject Title	English for Professional Communication
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	<p>This is the third of the five core subjects which explicitly focus on, and are designed to develop, English language proficiency skills. Students taking this subject will already have followed the subjects <i>English for Academic Communication</i>, and <i>English for Advanced Academic Writing</i> and will have Advanced*-level language skills in listening, speaking, reading and writing. This subject will elevate students to an Advanced* standard 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 directed (as opposed to a guided or autonomous) context. In the subjects <i>English for Administration</i> and <i>English for Management</i>, students learn the communicative skills necessary to understand and produce guided and autonomous discourses respectively.</p> <p>* Proficiency standards are in line with the Languages Ladder developed for the <u>Common European Framework</u> by the Department for Education and Skills, UK (see http://www.dfes.gov.uk/languages/DSP_languagesladder.cfm)</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

	<p>lexical-grammatical resources appropriate for business discourse;</p> <p>e. design and produce a variety of professional reports;</p> <p>f. plan, deliver and evaluate professional presentations.</p> <p>Category B: Attributes for all-roundedness</p> <p>g. work creatively, both independently and as a member of a team;</p> <p>h. demonstrate a global outlook and an awareness of cultural diversity in professional communication.</p>																																																										
<p>Subject Synopsis</p>	<ol style="list-style-type: none"> 1. Producing a variety of report types (e.g. routine pro-forma reports and short research reports). 2. Planning and considering business expansion through a case study approach. 3. Conducting primary and secondary data research. 4. Delivering effective oral presentations. 5. Reflecting on one’s 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="448 1167 1417 1693"> <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. Informal Report</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</td> <td>35%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Formal Business Report</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 colspan="8"></td> </tr> </tbody> </table> <p>Students will participate in a variety of group activities and projects and will be assessed on an individual basis in all of these tasks. Students will have to write a short informal report (in the form of memo), and a business report (approximately 1,000 words) on a self-selected topic identified as being current and relevant within a professional context. Students will team up to prepare, deliver and assess oral presentations.</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. Informal Report	20%	✓		✓	✓	✓				2. Oral Presentation	35%	✓		✓	✓	✓	✓	✓	✓	3. Formal Business Report	45%	✓	✓	✓	✓	✓	✓			Total	100 %								
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<p>Student Study</p>	<p>Class contact:</p>																																																										

Effort Required	▪ Seminars	39 Hrs.
	Other student study effort:	
	▪ Private study	58 Hrs.
	▪ Take-home assignments	29 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p>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>	

Prepared by Jennifer Li and Gail Forey; Revised by David Qian, March 2008; Updated by Xu Xunfeng, June 2014