

<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>



	4. Negotiation	25%			✓	✓		✓		✓	✓	✓	✓	✓
	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. The assessment tasks reflect this philosophy in the way they meet ILOs: the application portfolio allows students to produce an application letter and a resume, and, through this process, to reflect on the key features of effective application letters and resumes. The job interview assessment requires students to play the role of both an interviewer and an interviewee; in addition to the application portfolio, these assignments measure students' ability to manage the discourse flow of the recruitment process. The business plan assignment requires students to demonstrate their understanding of mission statement writing, and the procedure and language required in writing a business plan. Other important attributes of leadership and entrepreneurship skills will also be displayed. The negotiation assessment enables students to apply their understanding of how to chair a meeting and make effective use of negotiation strategies to achieve a win-win situation.</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			126 Hrs.										
<b>Reading List and References</b>	<p>Angell, P. (2007). <i>Business Communication Design: Creativity, Strategies, and Solutions</i>. 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 Edition. Hong Kong: Longman.</p> <p>Caster, K. &amp; 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>Guffey, M.E. (2004). <i>Essentials of Business Communication</i>. 6<sup>th</sup> Edition.</p>													

	<p>Mason. Ohio: South-Western College Pub.</p> <p>Locker, K.O. (2008). <i>Business and Administrative Communication</i>. Boston: McGraw-Hill.</p> <p>Mascull, B. (2002). <i>Business Vocabulary In Use</i>. Cambridge: Cambridge University Press.</p> <p>Thill, J.V. and Bovee, C.L. (2008). <i>Excellence in Business Communication</i>. Upper Saddle River. New Jersey: Prentice Hall.</p> <p>Authentic materials produced by the English Department.</p>
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Revised by David Qian, June 2014