

<b>Subject Code</b>	ENGL564
<b>Subject Title</b>	Practical Communication Strategies II
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite / Co-requisite/ Exclusion</b>	N/A
<b>Objectives</b>	This course (i.e. <i>Practical Communication Strategies II</i> ) is to introduce students to the use of English for communicating in business contexts. It integrates, applies and extends theoretical constructs and practice considered in <i>Practical Communication Strategies I</i> to practical spoken and written tasks in the workplace. It develops participants' 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.
<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. display a critical and creative awareness of business genres in the workplace, including business report writing;</li> <li>b. develop one's grasp of oral skills for business, including ability to use techniques for preparing and delivering good business presentations, and techniques for interviews.</li> <li>c. demonstrate effective negotiation skills in achieving a win-win situation in different negotiating scenarios in the workplace;</li> <li>d. critically and creatively employ rhetorical strategies for formal workplace meetings;</li> <li>e. make use of leadership, public speaking and discussion skills when chairing;</li> <li>f. 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.</li> </ol> <p><b>Category B: Attributes for all-roundedness</b></p> <ol style="list-style-type: none"> <li>g. apply creative capacities to 'think outside the box' and generate 'new solutions to old problems';</li> <li>h. capitalise on leadership and entrepreneurial skills;</li> <li>i. demonstrate leadership and entrepreneurial qualities through use of language;</li> <li>j. function effectively both independently and as a leader of a team.</li> </ol>
<b>Subject Synopsis</b>	<p>The main areas covered in this subject are:</p> <ul style="list-style-type: none"> <li>• oral presentations / public speaking</li> </ul>

	<ul style="list-style-type: none"> <li>• business reports</li> <li>• employment interviews/effective questioning skills</li> <li>• negotiations / meetings</li> </ul>																																																																																		
<b>Teaching/Learning Methodology</b>	<p>The teaching and learning approach will be task-based, student-centred, interactive, and reflective. Students will learn how to become competent in handling 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 and attention to detail.</p>																																																																																		
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="467 629 1485 1205"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="10">Intended subject learning outcomes to be assessed</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> <th>i</th> <th>j</th> </tr> </thead> <tbody> <tr> <td>1. Persuasive Speech</td> <td>20%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Business Report</td> <td>40%</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Business Meeting</td> <td>25%</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Participation</td> <td>15%</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="10"></td> </tr> </tbody> </table> <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: the persuasive speech allows students to demonstrate understanding of the features of spoken discourse and written discourse, and their ability to produce a persuasive and effective speech. The business report requires students to read, analyze and interpret a data file for the completion of a business report. Students are expected to understand how to make use of existing data and collect further secondary data to form a coherent and cohesive written business report in the workplace, exercising skills in interpreting and presenting findings from visual representations, and selecting relevant and important information to be included, which are highly required in the workplace. In the business meeting assignment, students have an equal role in the meeting and are given an agenda of several items for discussion. Students are expected to introduce the background to and lead a discussion on the item. They are required to display their interactive strategies and adhere to workplace speaking conventions in the meeting, in addition to other prerequisites in language use and articulation. As this is a language proficiency subject, it is vitally important for students to attend classes regularly and engage in class activities pertinent to the learning objectives.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed										a	B	c	d	e	f	g	h	i	j	1. Persuasive Speech	20%	✓	✓				✓	✓	✓	✓		2. Business Report	40%	✓					✓	✓	✓	✓		3. Business Meeting	25%			✓	✓	✓	✓	✓	✓	✓	✓	4. Participation	15%	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Total	100%										
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed																																																																															
		a	B	c	d	e	f	g	h	i	j																																																																								
1. Persuasive Speech	20%	✓	✓				✓	✓	✓	✓																																																																									
2. Business Report	40%	✓					✓	✓	✓	✓																																																																									
3. Business Meeting	25%			✓	✓	✓	✓	✓	✓	✓	✓																																																																								
4. Participation	15%	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																																																																								
Total	100%																																																																																		

<b>Student Study Effort Required</b>	Class contact:	
	▪ Seminars	39 hrs.
	Other student study effort:	
	▪ Private study	81 Hrs.
	Total student study effort	120 Hrs.
<b>Reading List and References</b>	<p>Adler, R. B., &amp; 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>Chan, M (2009). 「職」時上位，名人英語全面睇. Hong Kong: World Publishing Limited.</p> <p>Chan, M. (2013). <i>職場英語</i>. Hong Kong: World Publishing Limited.</p> <p>Handford, M. (2010). <i>The language of business meetings</i>. Cambridge: Cambridge University Press.</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., &amp; Clippinger, D. A. (2009). <i>Contemporary business report writing</i> (4th ed.). Mason, OH : South-Western Cengage Learning.</p> <p>Kuiper, S., &amp; 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., &amp; 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., &amp; 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., &amp; 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 Mable Chan (June 2019)