

<b>Subject Code</b>	ENGL2001
<b>Subject Title</b>	English for Professional Communication
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<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>
<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. analyse a variety of business contexts and produce English texts undertaken by junior professionals;</li> <li>b. develop writing skills related to conducting primary and secondary data research;</li> <li>c. critically interact with and understand the nature and function of various business communication genres;</li> <li>d. analyse, understand and construct the generic structure and lexical-grammatical resources appropriate for business discourse;</li> <li>e. design and produce a variety of professional reports;</li> <li>f. plan, deliver and evaluate professional presentations.</li> </ol>

	<p><b>Category B: Attributes for all-roundedness</b></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><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p>Students will be asked to</p> <ol style="list-style-type: none"> <li>1. present and report problems and solutions in a business setting in professional writing formats;</li> <li>2. plan and consider business strategies through a case study approach;</li> <li>3. conduct primary and secondary data research;</li> <li>4. deliver effective oral business/professional presentations; and</li> <li>5. reflect on their learning performance.</li> </ol>																																																																				
<p><b>Teaching/ Learning Methodology</b></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><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1" data-bbox="456 1094 1419 1814"> <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>25%</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>4. Class Participation (individual)</td> <td>10%</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.</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)	25%	✓		✓	✓	✓	✓	✓	✓	3. Final business paper (individual)	45%	✓	✓	✓	✓	✓	✓			4. Class Participation (individual)	10%	✓		✓	✓			✓	✓	Total	100 %								
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	<p>Students' performance in the two written tasks (i.e. a 2-paged 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 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>	
<b>Student Study Effort Expected</b>	Class contact:	
	<ul style="list-style-type: none"> <li>▪ Seminars</li> </ul>	39 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> <li>▪ Private study</li> </ul>	56 Hrs.
	<ul style="list-style-type: none"> <li>▪ Take-home assignments</li> </ul>	28 Hrs.
	Total student study effort	123 Hrs.
<b>Reading List and References</b>	<p><b>Recommended Reading List</b></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 (3<sup>rd</sup> edition)</i>. Hong Kong: Longman.</p> <p>Denham, W &amp; Sansom, E. 1997. <i>Presentation Skills Training: 30 High Involvement Training Designs</i>. New York: McGraw-Hill.</p> <p>Lesikar, R. &amp; Marie, E. 2002. <i>Basic Business Communication</i>. Boston, Mass: McGraw-Hill, 9th ed.</p> <p>Ventola, E., C. Shalom &amp; 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 Anne Schluter, December, 2021