

B.A. (Honours) in Contemporary English Studies

Course Title	:	Advanced Professional Communication Skills
Course Code	:	ENG303
Recommended Study Year	:	1 st Year
No. of Credits/Term	:	3
Mode of Tuition	:	Lecture and Tutorial
Class Contact Hours	:	2 hours Lecture/week 1 hour Tutorial/week
Category in Major Programme	:	Disciplinary Elective
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Exclusion(s)	:	N/A
Exemption Requirement(s)	:	N/A

Brief Course Description

The course aims to help students to develop a high level of communicative competence in professional English. It will inculcate in them a deep understanding of the role and importance of language and communication in business and other professional settings, and enable them to effectively apply their oral and written professional communication skills in their future employment.

Aims

1. To enable students to interact appropriately and effectively with English speakers, both native and nonnative, in professional contexts;
2. To enable students to read and write appropriate and effective texts of different genres, particularly those used in business;
3. To help students understand the role and functions of English in business in Hong Kong;
4. To help students analyse the relationship between language and communication;
5. To sharpen students' insight in perceiving problems related to communication and develop their problem-solving skills.

Learning Outcomes

Students will be able to function effectively in professional contexts such as business meetings and interviews, and write appropriate business texts. They will also identify problems and undertake to solve them.

Indicative Content

1. Notices, Agenda and Minutes
2. Meeting Skills
3. Negotiations
4. Public Speaking
5. Analytical Reports
6. Interview and Discussion Skills

Teaching Method

Students are expected to actively participate in tutorials. They will be asked to perform situational tasks which resemble those which they are likely to encounter in business. A learner-centred approach will be adopted and activities like simulations and role-plays will be extensively used. Students are also encouraged to take responsibility for their own learning and make use of the English learning materials available in the Self-Access Centre as well as the Visiting Tutor Scheme to improve their listening, speaking, reading and writing skills.

Measurement of Learning Outcomes

Through discussions, presentations, role play, simulations, written assignments and interviews.

Assessment

100% continuous assessment

Required Readings

Materials specifically designed to achieve learning objectives will be distributed throughout the course, but students are referred to the following for a deeper/wider understanding of the subject matter and for further practice:

Supplementary Readings

Brieger & Comfort, *Developing Business Contacts*, Englewood, N.J.: Prentice Hall, 1993.

Clarity Language Consultants, *The Report Writer: Business Reports*, Version 16, (electronic), 2000.

Comfort, J. & Utley, *Effective Presentations*, Oxford: Oxford University Press, 1995.

Gibbs, D. and Krause, K. (eds), *Cyberlines 2.0: Languages and Cultures of the Internet*, Australia: James Nicholas.

Gratus, J., *Give and Take v.2: Meeting to Negotiate*, London: BBC Training Videos,

1990.

Jones, L. & Alexander, R., *New International Business English: Communication Skills in English for Business Purposes*, Cambridge: Cambridge University Press, 2000.

Luntz, F., *Words that Work*, New York: Hyperion, 2007.

Sanchez, H et al., *English for Professional Success*, [sound recording], Boston, Mass, Thomson ELT, 2006.

Newbolt, B. & V. Hollet, *Meeting Objectives*, Oxford: Oxford University Press, 1993.

Pelham, L. & R. Phillips, *Business Meetings*, Hong Kong: Longman, 1993.