

Course Title:	Professional Communication in English for Social Sciences
Course Code:	LUE4003
Year of Study:	2/3/4
No. of Credits/Term:	3
Mode of Tuition:	Sectional
Contact Hours Per Week:	2-hour tutorial x 2 per week
Total Teaching Hours:	56 hours/4 hours per week
Category in Major Prog.:	Discipline-related Professional Communication course in the revamped ELE curriculum
Pre-requisite	LUE1002 University English II (except for inbound exchange students)
Exclusion(s):	Students who have passed this course are not allowed to take any of the LUE4001 and LUE4002
Exemption requirement(s)	Not Applicable

Brief Course Description:

The purpose of this course is to demonstrate to social sciences undergraduates the basics of professional communication in professional contexts. Through case studies about a representative professional organization chosen as a basis for this course (ImpactHK), students gain insight into the work of the organization that illustrates its importance. Students are introduced to professional communication theory and practice by means of a modular course design that incorporates (i) significant communication theories and practices based on literature and (ii) actual case studies inspired by real-life professional situations. By engaging in communication activities for the purpose of seeking employment and dealing with a variety of challenging situations, they participate in meetings and write short proposals and correspondence as part of their task.

Aims

1. To equip students with an understanding of key principles and concepts of professional communication, allowing them to apply them to the analysis of work-related texts.
2. To introduce students to workplace communication contexts relevant to their academic and professional interests.
3. To provide students with hands-on experience on basic research related to problem-solving activities based on real-world professional contexts.
4. To have students become involved in the production of written and spoken texts that are related to their main career fields.

Learning Outcomes

Upon successful completion of the course, students will be able to:

1. use concepts such as context, purpose, audience, and channel to analyze communicative situations
2. conduct independent research on business organizations, identify problems, and propose and evaluate solutions
3. utilize spoken English to communicate effectively and professionally in workplace situations
4. produce a broad range of work-related written materials using the appropriate generic formats
5. reflect on how language can be used in different contexts to create maximum effect in writing

Indicative Content:

The content of the course is divided into three main sections: (i) language and communication theories and concepts, (ii) communication skills for employability, recruitment and workplace communication, and (iii) case studies and English language activities. Students are expected to apply those theories and concepts to the production and analysis of spoken and written texts.

Key Themes

1. Analyzing the communication process: sender, receiver, message, channel, and context
2. Principles and practices for effective communication in business contexts
3. Analyzing Hong Kong professional organizations such as ImpactHK
4. The writing process: writing for business audiences
5. Genre and text analysis in professional contexts
6. Effective communication for employment: CVs, application messages and job interviews
7. Effective spoken communication in the workplace: professional meetings
8. Effective written communication in the workplace: email messages and professional reports

Teaching Method:

The content of this course is presented as flipped blended learning to maximize student participation during face-to-face interactions in class. Students are expected to complete the prescribed online activities and self-study materials to prepare better for participation in tutorials and small-group activities, as illustrated below.

Flipped blended learning



Measurement of Learning Outcomes:

Learning Outcomes	Job Application (1) – cover message + reflection	Job Application (2) – individual interview	Meeting	Short Proposal	Independent Learning
1. Use concepts such as context, purpose, audience, and channel to analyze communicative situations	✓	✓	✓	✓	✓
2. Conduct independent research on business organizations, identify problems, and propose and evaluate solutions		✓	✓	✓	✓
3. Utilize spoken English to communicate effectively and professionally in workplace situations		✓	✓		
4. Produce a broad range of work-related written materials using the appropriate generic formats	✓			✓	✓
5. Reflect on how language can be used in different contexts to create maximum effect in writing	✓			✓	✓

Assessment

The learning outcomes will be measured through:

Job Application (1): Students create a targeted cover message based on a real job advertisement given, as well as produce a reflective writing assignment in which they discuss how language has been used to accomplish their communication objective (individually assessed, due week 5) (20% of the final mark).

Job Application (2): Students attend an individual interview (individually assessed, due week 8) (20% of the final mark).

Meeting: In a meeting, one group of students discuss how to plan a social media campaign (individually assessed, due week 11) (30% of the final mark).

Short Proposal: Students analyze a problem from a case study and propose solutions

(individually assessed, due week 14) (20% of the final mark).

Independent Learning: Including online learning activities, preparation for split-class activities, consultation and rehearsal, and practice exercises (individually assessed) (5% of the final mark).

Attendance and Participation: Class attendance and participation in class activities and discussion (individually assessed) (5% of the final mark).

Equivalency Table:

Grade	Standard	Percentage	Grade Points
A A-	Excellent	88% < 100% 80% < 88%	4.00 3.67
B+ B B-	Good	75% < 80% 70% < 75% 65% < 70%	3.33 3.00 2.67
C+ C C-	Fair	60% < 65% 55% < 60% 50% < 55%	2.33 2.00 1.67
D+ D	Pass	45% < 50% 40% < 45%	1.33 1.00
F	Failure	<40%	0.00

Course Materials:

The course materials developed by CEAL will be made available on Moodle in various formats. As the course textbook will be used actively in every class, it is highly recommended that you bring a suitable electronic device such as a notebook, a laptop, or a tablet to access the course materials. There is a consensus that a small-sized tablet, such as the iPad Mini, is the smallest device that is suitable for viewing and working with course material. It is not considered adequate for students to use mobile phones or smaller devices in class for the purpose of viewing materials.

References:

Core text

Bovée, C.L., Thill, J.V. (2017) *Business communication today, global edition*. New Jersey: Pearson.

Other reference materials

Bilbow, G.T. (2015) *Business writing for Hong Kong*. 4th edition. Hong Kong: Pearson.

Chinese University of Hong Kong (n.d.) Business meeting platform. Retrieved from <http://eltu.cuhk.edu.hk/files/3012/>

Dignen, B. (2011) *Communicating across cultures*. Cambridge: Cambridge University Press.

Downes, C. (2008) *Cambridge English for job hunting*. Cambridge: Cambridge University Press.

Guffey, M.E. & Loewy, D. (2018) *Essentials of business communication*. Mason, Ohio: South-Western & Centage Learning.

Hong Kong University of Science and Technology (2005) *Through other eyes. Job interviews in English*. [video files] Retrieved from

<https://www.youtube.com/watch?v=BxpatVz9Zu0;>

<https://www.youtube.com/watch?v=0UQwvxbNCRk>

https://www.youtube.com/watch?v=_yjDv52zYMU

Jackson, J. (2019) *Introducing language and intercultural communication*. 2nd edition. Oxford: Routledge.

Lesikar, R.V., Flatley, M.E & Rentz, K. (2008) *Business communication. Making connections in a digital world*. New York: McGraw Hill.

Stephens, B. (2011) *Meetings in English*. London: Macmillan Education.

Wong, J. S.C. (2010) *Generating the first business report. A step-by-step guide*. Singapore: Centage Learning Asia Pte Ltd.

Important Notes

- (1) Students are expected to spend a total of 12 hours (4 hours of classroom contact and 8 hours of personal study) to achieving the learning outcomes of the course.
- (2) Students shall be aware of the University regulations about dishonesty in course work, tests, and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations and Course Work. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit all their written assignments using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
- (5) Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “*Guidelines for Using GAI Tools at Lingnan University*” and “*Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments*” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>.

Students of LUE4003 are allowed the use of AI for (i) information search (which should be subsequently fact-checked) and (ii) as an additional tool for language checking (other than Grammarly, Google, etc.). They will also be asked to submit a declaration form for the two out-of-class written assignments. More guidelines on the use of Generative AI and ways of handling suspicious work submitted for assessment can be found in the [CEAL Generative AI in Assessment Policy](#).