

BUSI-1504: “Business Communication for Technical Professionals” (3 credits)

Commencement Date: Sept. 2008

Course Description:

This course will help students to further develop and enhance their Business Communication skills through the study of selected case studies based within the technical professions. It will also require students to design and conduct a short research project which will last throughout the semester. In each case, the course materials are based upon authentic examples of companies currently involved in various aspects of online and technical business. In order to better prepare students to meet the communication requirements of today’s business world, students will undertake the following: reading and analyzing texts, acquiring and incorporating relevant vocabulary; further developing accuracy and logic in writing, and integrating and presenting their findings with regard to relevant technical applications and strategies. Case analysis and critical thinking skills will also be developed as students progress through the course. A wide range of multimedia resources including video and online materials will be utilized to encourage student participation and interactivity. Written work as well as presentations will be conducted on both an individual and small group basis so that students have plenty of opportunities for feedback and improvement throughout the course. Students will also have sufficient opportunities to interact with each other in group based research activities and in-class discussions.

Teaching Faculty:

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Course Website: <http://www.busi1504.org>

Course Objectives:

Primary Aim:

To further enhance and develop communication skills, problem solving skills and critical thinking skills within the context of business studies.

Learning Aims Include:

I. Communication Skills Development:

Aim: Further develop and enhance communications skills, language learning and proficiency.

Learning Outcomes:

Students should be able to

- Further enhance and develop written communication strategies and improve accuracy and logic in business writing by drafting formal business reports.
- Utilize in-class discussions and presentations to further enhance effective oral communication skills.
- Negotiate and support various solutions to complex problems by utilizing relevant research and evidence.
- Acquire and incorporate relevant vocabulary in both written as well as oral tasks and activities.
- Develop listening proficiency by performing numerous in-class activities using video and additional multimedia materials.
- Apply and integrate knowledge acquired from case studies and related topics to build confidence and proficiency in all four language skills.

II. Case Study Analysis:

Aim: To develop effective business communication skills through case study analysis.

Learning Outcomes:

Students should be able to

- Demonstrate the ability to critically read and evaluate texts through the process of case analysis.
- Apply relevant technical applications and strategies as well facts and evidence in order to derive integrated solutions for complex problems.
- Actively apply reasoning and logic in various problem solving activities associated with authentic business situations.
- Extrapolate and critically evaluate information taken from business texts and identify key points for argument in case study discussions.
- Integrate and present findings of various case analyses within a professional context.

III. Research & Analytical Skills:

Learning Outcomes:

Students should be able to

- Demonstrate effective research and analytical competencies by completing a mini-research project on the internet searching behavior patterns of HKU students.
- Investigate relevant topics and determine important issues by formulating questionnaires for the research project.
- Assess and evaluate the reliability and credibility of online information sources.

Interpersonal Communication Skills:

Learning Outcomes:

Students should be able to

- Interact and participate confidently in group based tasks, discussions and presentations.
- Demonstrate effective interpersonal skills by collaborating in team-based research projects.
- Utilize feedback from negotiations and consultations with the instructor/facilitator and apply this toward the successful completion of course assignments.

Lesson Format:

All lessons will be conducted for 110min.

First Half – 55min:

Students will primarily explore the course case studies and related material to give themselves sufficient background knowledge for the mini-research project and written tasks in the second part of the lesson. Student will also participate in critical thinking activities, in-class discussions and speaking tasks within this part of the lesson.

Second Half – 55min:

Students will primarily use this time to work on improving their written communication skills in order for them to be prepared for the written assignments. Additional time will also be given to review report writing and presentation skills. Students will also have the opportunity to have in class consultations with instructors to discuss their assignments and progress throughout the course to ensure that the learning objectives are met.

Fall 2008 Course Schedule

Date	Week	Class Activity	Assignments
2 Sep	#1	Course Overview (Objectives/Schedule/Assessments) Pre-Course Questionnaire Introduction to the Mini-Research Project Google Case – Searching Behavior	
9 Sep	#2	Growing Up Online – Video 1 Research Review & Writing Questionnaires	Case Study 1 Reading Homework
16 Sep	#3	Case Study 1: Jewellworld.com Report Writing Review	
23 Sep	#4	Case Study 1: Jewellworld.com Developing an Online Product Marketing Strategy Draft Report Writing	Draft Questionnaires Due
30 Sep	#5	Growing Up Online – Video 2 Developing an Online Product Marketing Strategy In Class Consultations with Instructor for Marketing Presentations & Questionnaires	
7 Oct	#6	No Lesson Chung Yuen Festival Holiday	Draft Written Report Due (10%) Fri 10th Oct
14 Oct	#7	No Lesson Reading Week	
21 Oct	#8	Marketing Strategy Presentations	Marketing Plan Presentations (20%) Case Study 2 Reading Homework
28 Oct	#9	Case Study 2: Go2xpert In Class Consultations with Instructor for Written Report	
4 Nov	#10	Case Study 2: Go2xpert Growing Up Online – Video 3	Final Written Report Due (25%)
11 Nov	#11	Presentation Skills Review Growing Up Online – Video 4 In Class Consultations with Instructor	
18 Nov	#12	Formal Group Presentations & Teacher Feedback	Formal Presentations (25%)
25 Nov	#13	Formal Group Presentations Teacher Feedback on Mini Research Project Course Wrap Up and Post Course Questionnaire	