

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business**

**BUSI0081A-G – Advanced Business Communication (6 credits)**

**I. Contact Information for Course Coordinator and Instructors**

Course Coordinator: Elsie Christopher  
E-Mail: [FBELSIE@HKU.HK](mailto:FBELSIE@HKU.HK)  
Office: Rm. 205A, Meng Wah Complex  
Phone: 2219 – 4218

Instructor: Kin Tang  
E-Mail: [FBKIN@HKU.HK](mailto:FBKIN@HKU.HK)  
Office: Rm.601B, Meng Wah Complex  
Phone: 2219 – 4467

Instructor: Raymond Chau  
E-Mail: [FBRAY@HKU.HK](mailto:FBRAY@HKU.HK)  
Office: Rm.601B, Meng Wah Complex  
Phone: 2219 - 4469

Consultation times: Please e-mail the relevant instructor for an appointment Monday to Friday.

Pre-requisites: ECEN 1906 and ECEN 1907

Teaching Materials: Classroom Materials & Asia Case Research Centre (ACRC) Cases and Videos will be provided by the instructor in the classroom. They will also be available to view via the course website at: <http://www.fbe.hku.hk/course/BUSI0081>.

**II. Course Description**

This course will help students to further develop and enhance their Business Communication skills through a multi-media approach using selected Business Case Studies. The course materials are based upon authentic examples of companies currently involved in various aspects of modern 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 from case texts, videos and the course website; further developing accuracy and logic in writing; and integrating and presenting their research in terms of business development and growth 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 in order to ensure 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 and presentations, as well as in class discussion activities.

## **Primary Course Objective:**

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

### **III. Learning Aims and Intended Learning Outcomes**

#### **A. Communication Skills Development:**

Aim: To further develop and enhance communications skills and language 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 and proposals.
- 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 online and multimedia materials.
- Apply and integrate knowledge acquired from case studies and related topics to build confidence and proficiency in all four language skills.

#### **B. Case Study Analysis:**

Aim: To develop effective business communication skills through the use of case study analyses.

##### *Learning Outcomes:*

Students should be able to

- Demonstrate the ability to critically read and evaluate texts through the process of case analysis.
- Apply relevant business knowledge as well as facts and evidence from research to develop integrated solutions for complex business 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 videos in order to identify key points for argument in case study discussions.
- Integrate and present findings of various case analyses within a professional context.

#### **C. Research & Analytical Skills:**

Aim: To further develop students' analytical, research and citation skills; especially in terms of making reliability judgements as well as integrating relevant information.

##### *Learning Outcomes:*

Students should be able to

- Demonstrate effective research and analytical competencies by completing company and global economic research via the internet.
- Use the course website to explore and identify key information related to the major assessment tasks at <http://www.fbe.hku.hk/course/BUSI0081>.

#### **D. Interpersonal Communication Skills:**

Aim: To provide opportunities for students to negotiate, present and discuss relevant course materials, concepts and practical applications with their instructors as well as their peers.

#### ***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.

#### **IV. Alignment of Program and Course Outcomes**

<b>Program Learning Outcome</b>	<b>Course Learning Outcome</b>
1. Acquisition and internalization of knowledge and skills in key functional areas	Apply and integrate knowledge acquired from case studies and related topics to build confidence and proficiency in all four language skills.
2. Application of business knowledge to solve business problems	Apply relevant business knowledge as well as facts and evidence from research to develop integrated solutions for complex business problems (i.e. formal report, formal proposal & formal presentations).
3. Develop managerial leadership and inculcate professional ethics and competency in business	Integrate and present findings of various case analyses within a professional context (i.e. business scenarios).
4. Developing global outlook	Read, watch and discuss cases covering companies involved in international business. Demonstrate effective research and analytical competencies by completing company and global economic research via the internet.
5. Mastering communication skills	Further enhance and develop communication skills, problem solving skills and critical thinking skills within the context of business studies.

#### **V. Teaching and Learning Activities**

Case Analysis Classes (110min. /week)

Students will primarily explore the relevant case studies (text and video) and any additional and relevant materials to gain sufficient background knowledge for the formal presentations and written tasks included in the course. Students will also participate in critical thinking and negotiation tasks, in class discussions and brief impromptu presentations.

Writing Labs (50 min. /week)

Students will primarily use this time to work on improving their written communication skills in order for them to prepare their written assessments (i.e. formal proposal and report). Students will also have the opportunity to discuss and peer review their written assignments in class with their classmates as well as teachers. Additional time will also be provided for students to review curriculum vitae and application letter writing toward the end of the semester.

**VI. Assessment**

<b>Learning outcome</b>	<b>Teaching and learning activity</b>	<b>Assessment</b>
1. Further enhance and develop written communication strategies and improve accuracy and logic in business writing by drafting formal business reports and proposals.	Case Studies: Analysis & Group Discussions Analysis of Sample Reports & Proposals	Written Proposal Written Report
2. Utilize in-class discussions and presentations to further enhance effective oral communication skills.	Group Discussions and Presentation Preparation	Persuasive Presentation Informative Presentation
3. Apply relevant business knowledge as well as facts and evidence from research to develop integrated solutions for complex business problems.	Online Research via the Course Website. Academic Citation and the incorporation of research in formal writing and presentations.	Written Proposal & Report incorporating References Presentation Contents incorporating References
4. Acquire and incorporate relevant vocabulary in both written as well as oral tasks and activities.	Classroom and Web-based vocabulary exercises related to written cases and case videos.	Completion of contextualized vocabulary exercises and incorporation into assessed writing and speaking tasks.
5. Develop listening proficiency by performing numerous in-class activities using video and additional online and multimedia materials.	Actively watch and listen to case videos as well as use multi-media web-based materials via the course website.	Completion of case video listening and vocabulary exercises.

## VII. Standards for Assessment

### Oral and Written Assessments

The formal assessments within BUSI 0081 are designed to allow students to demonstrate their knowledge of both business language as well as content. The assessments are carefully integrated into the course materials as they encourage group collaboration and the expression of innovative thoughts and ideas. The business cases and accompanying videos are all built around the major theme of the course which explores several Asian based companies and their innovative approaches to business development, investment and expansion. There are 2 Formal Presentations as well as 2 Formal Written Assignments which will help students to focus on various aspects of communication such as tone and style, reader/writer awareness, vocabulary use, and the expression of logic. With the implementation of such critical assessment tools as teacher and peer feedback forms, assignment debriefing sessions and various self reflective tasks, students are given ample opportunities to benefit from as much teacher and peer feedback as possible. The formal assessments are designed to fully integrate and explore the various aspects of both language and business content that are discussed throughout the course.

Note: Detailed descriptions of Assessment Criteria for each assessed task are available via the course website at: <http://www.fbe.hku.hk/course/BUSI0081>.

### Individual and Small Group Assessments

There is also a mixture of individual and small group assessment elements as formal presentations are evaluated according to individual and small group performance. Because the course is largely built around small group discussions, class participation is crucial to the success of the course. With this in mind, individual students are given feedback from their peers, as well as feedback and evaluations from their teachers.

## VIII. Academic Conduct

### A. Participation and Attendance:

Active participation in all class activities is essential for developing effective communication and language skills. As the participation mark accounts for **20% of the final grade**, students are expected to contribute both in class and in their group based projects and presentations. Actively participating in all activities will create an enjoyable and productive learning environment for everyone in the classroom.

Note: Respecting and listening to others, as well as attending classes in a timely and consistent manner are expected in all classes.

### B. Writing and Plagiarism:

Plagiarism is an academic offence. If plagiarism is suspected in a students' written work, then the student will be required to give sufficient evidence to their teacher to prove that their work has NOT

been plagiarised. If it is a serious case, then the matter will be referred to the Faculty of Business and Economics directly.

Note: Referencing, incorporating the ideas of others and writing formal acknowledgements are normal academic procedure and, therefore, these are an important set of skills for students to learn. For more information on this issue, please refer to the University of Hong Kong guidelines as set out in the HKU Academic Calendar.

**C. Observation of Due Dates & Submission of Assignments:**

It is expected that all hard copies of formal assignments will be submitted to course instructors on the appropriate due dates during the specified class sessions. Students will also be required to submit soft copies of formal assignments according to the specified due dates. They will be prompted to submit their assignment via the “Turn it In” button on the course website. If students are late due to illness or various other extenuating circumstances, then the instructor should be notified (in confidence) as soon as possible. A medical note should be attached to the late submission for the teacher’s records.

**IX. Course Schedule**

**BUSI-0081: Fall 2009 Course Schedule**

<b>Week</b>	<b>Case Analysis</b>	<b>Writing Lab</b>
#1	Course Introduction Pre-Course Questionnaire	Proposals 1
#2	WE Case 1	Proposals 2
#3	WE Case 2	Proposals 3
#4	WE Case 3	Proposals 4
#5	WE Case Presentation Assessment	WE Case Presentation Assessment
#6	MTR Case 1	WE Case Presentation Assessment Feedback <b>Submit Final Proposals</b>
	MTR Case 2	

#7	MTR Case 3	Reports 1
#8	MTR Case 1	Reports 2
#9	MTR Case Presentation Assessment	MTR Case Presentation Assessment
#10	Banyan Tree Case 1	Reports 3
#11	Banyan Tree Case 2	Reports 4 Submit Final Reports
#12	Banyan Tree Case 3	Final Lesson & Feedback Pre-Course Questionnaire