

**Course Syllabus**  
**BUSI0081: Advanced Business Communication**  
**Fall 2011**

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**Course Description and Objectives**

This course aims at further enhancing communication skills of students for them to succeed in the business world. 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, developing accuracy and logic in writing, and presenting their research in terms of business development and growth strategies. Specific areas of communication to be covered include interpersonal communication, intercultural communication, conflict management and negotiation, written communication, and oral communication.

Teaching and learning tools used to achieve better learning outcomes include class readings, case studies, videos, class discussions, role plays, simulations, presentations, as well as lectures and various assessment tools.

Through applying and integrating knowledge in business communication acquired from the above teaching and learning tools, the following **Learning Outcomes** may be expected:

- The ability to communicate ideas clearly and persuasively by strategic choice of structures, vocabularies, logics, and arguments in various formats of business writings, such as memos, resumes, formal reports and proposals.
- Knowledge and skills in effective oral communication skills, especially in conducting formal business presentations.

- Enhanced communication skills as an individual and a team member
- The ability to negotiate and support various solutions to complex problems by utilizing relevant research and evidence
- A global outlook with understanding, comfort and competence in interacting with colleagues, customer, business partners, even competitors from different cultural/country backgrounds in today's global business environment.
- Improved confidence in handling various kinds of conflict situations with critical coping strategies for conflict and negotiations.

Students in this class are expected to be prepared for class discussions regarding readings and cases, ask questions and participate in class activities. A successful learning experience depends on contributions from both the instructor and the students. Your full and active participation is critical for achieving the optimal learning outcome both for you and your fellow students.

### **Text Materials:**

Class materials, including Asia Case Research Centre (ACRC) Cases and Videos, will be distributed in class or uploaded on our course website on Moodle.

You are also recommended to read the following book should you wish to further your understanding of the topics discussed in class:

Locker, K. O., & Kienzler, D. S. (2008). *Business and administrative communication*. McGraw-Hill Irwin.

### **Assessment**

#### **Course Assessment:**

Formal written proposal	30%
Informative Presentation (group)	30%
Persuasive Presentation (group)	30%
Class participation (discussion, case presentations, & peer review)	10%
Total	100%

**Formal written report.** In this class, you will work with a group of your fellow students; apply and integrate your business knowledge with research findings to produce a business report. This report is based on cases analyzed in class and your group's research regarding the corporation, market, and industry. This report will be assessed on a group bases, as well as on each group member's individual contributions. This assignment is worth 30% of your course grade.

**Presentations.** You and your group will conduct two presentations based on formal report and proposal for the two main cases studied in class. Each presentation takes about 20 minutes. All team members need to be involved in the presentation. Use oral communication techniques to deliver your presentation in a logical and organized way. Your speech will be graded on a group basis, as well as on each member's individual contributions. You will also be responsible for

providing feedbacks to other groups' presentations and conduct peer performance review for your team members and your own work. Each presentation is worth 30% of your course grade.

*Please note: Detailed instructions for the formal report and presentations will be distributed in class on the days when these tasks are assigned.*

***Class participation.*** All class members are expected to read the materials (readings or cases) assigned for each class meeting. Participants need to contribute to the class discussion throughout the term. Share with the class your ideas, viewpoints, and experiences. Ask and answer questions. Present results of cases analysis. The quality and quantity of your discussion participation throughout the term is worth 10% of your course grade.

### **Course Policies and Procedures**

***Attendance:*** Attendance and participation are vital if you are to do well in this course and enhance your effective business communication skills. Students who miss THREE classes without legitimate documentations will receive a warning letter from the faculty. Not meeting attendance requirement may result in a failure for this course.

Four legitimate excuses for missing class: illness, religious observance, participation in University activities at the request of the University authorities, or compelling circumstances beyond the student's control. These are the only circumstances under which you will be allowed to reschedule a quiz or assignment due date. Written documentations will not be accepted after the 7<sup>th</sup> calendar day after the due day, at which time the lateness/absence will be considered unexcused. In the case of an emergency, you are responsible for contacting your instructor as soon as possible.

***Late Assignment Policy:*** Because presentation is conducted in front of the whole class, there will be no make-up presentations. All presentations need to be conducted at their scheduled time slot. For the formal business proposal, for every calendar day that the assignment is late, 20% of the assignment grade (e.g., lose 6 points for a 30-point assignment) will be deducted. Except for illness or other emergencies, any student expecting to miss a course deadline must have the approval from instructor ***prior to*** the assignment due date. Failure to turn in an assignment on time without explicit exemption by the instructor may result in a grade of ZERO for the assignment.

***Academic Integrity:*** plagiarism in assigned work or cheating on an exam will result in a score of zero in that exam or assignment, and a potential failure of the entire course. Academic dishonesty includes, but is not limited to: copying others' answers or using crib sheets during an exam; quoting scholarly materials without acknowledgement; and turning in work completed by another person but represented to be your own.

***Accommodations for Students with Disabilities:*** Appropriate academic accommodations will be provided to students with documented disabilities. Please provide the official documentation by the end of the second week of class. Academic accommodations will not be provided without official documentation.

## Tentative Schedule

*ANY NECESSARY CHANGES WILL BE ANNOUNCED AND A REVISED SCHEDULE  
DISTRIBUTED*

<b>DATE</b>	<b>TOPICS</b>	<b>READINGS and ASSIGNMENTS</b>
<b>WEEK 1</b>		
	Course introduction; Overview of communication topics as related to business.	<i>Syllabus</i>
<b>WEEK 2</b>		
	Intercultural Communication. Business writing – Basics and styles.	<i>Case 1: Baynan Tree</i>
<b>WEEK 3</b>		
	Business writing – Types of messages.	<i>Baynan Tree</i>
<b>WEEK 4</b>		
	Business writing – Arguments & organizations.	<i>Case 2: We Marketing Group</i>
<b>WEEK 5</b>		
	Delivering messages: Business presentation; informative and persuasive messages.	<i>We Marketing Assigning presentation</i>
<b>WEEK 6</b>		
	Presentation skills.	<i>We Marketing</i>
<b>WEEK 7</b>		
	Group presentations.	<i>We Marketing</i>
<b>WEEK 8</b>		
	<b>Reading week – No Class.</b>	
<b>WEEK 9</b>		
	Conflict and negotiation; Negotiation simulations.	
<b>WEEK 10</b>		
	Formal reports and proposals – Planning, researching and composing.	<i>Case 3: MTR Assigning formal report Assigning final presentation</i>
<b>WEEK 11</b>		
	Formal reports and proposals – Writing.	<i>MTR</i>
<b>WEEK 12</b>		
	Mini-workshop: Oral Communication – Presenting reports and proposals; Communication in interviews.	<i>MTR</i>
<b>WEEK 13</b>		
Nov. 24	Catch-ups; Group presentations.	
<b>WEEK 14</b>		
Nov. 29	Group presentations; Class wrap-up.	
		<i>Final report due on Nov. 30.</i>