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
Medium of Instruction	English
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, deliver presentations, and write 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 (of a situation and culture), 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 and recruitment and for workplace communication, and (iii) case studies and English language activities. Throughout the course, you are expected to apply those theories and concepts to the production and analysis of spoken and written texts.
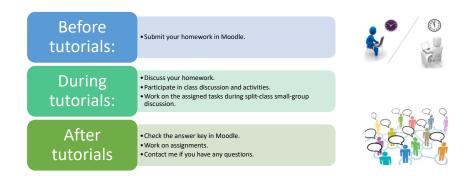
Key Themes

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 and presentations
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. You 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

Before tutorials:	• Submit your homework in Moodle.
During tutorials:	• Discuss your homework. • Participate in class discussion and activities. • Work on the assigned tasks during split-class small-group discussion.
After tutorials	• Check the answer key in Moodle. • Work on assignments. • Contact me if you have any questions.

Measurement of Learning Outcomes:

Learning Outcomes	Job Application Portfolio	Job Interview	Meeting & presentation	Business proposal
1. Use concepts such as context (of a situation and culture), 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 and speaking	✓			

Assessment

The learning outcomes will be measured through:

A job application portfolio: Students create a targeted resume and cover message based on a real job advertisement, as well as produce a reflective writing assignment in which they examine their audience and discuss how language has been used to accomplish their communication objective (individual project due week 8) (25% of total course grade).

A group job Interview: Working in pairs/small groups, students role-play job interviews (group work individually assessed, due on week 9) (20% of the final mark).

A meeting and a group presentation: Two groups of students present their proposal ideas to each other and discuss an implementation plan (group work individually assessed, due on week 13) (20% of the final mark).

A business Proposal: Students work in groups to analyze a problem from a case study and propose solutions (Teamwork, due on week 14) (25% of the final mark).

Independent Learning, Attendance and Participation: Including online learning activities, attendance and active participation in class activities and discussion (individually assessed) (10% 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) *Use of AI technology*

Please note that Lingnan University allows the use of generative AI such as ChatGPT in assessed work in their assignments if they declare such use. The university expects students to uphold academic integrity at all times. Students must utilise Generative AI tools in a responsible and ethical manner, fully recognising both their potential and limitations.

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 written assignments.

For more details, students should consult the Teaching and Learning Centre (TLC)'s handbook, "*Best Practice for Ethical and Responsible Use of Generative AI*." In addition, students using ChatGPT must adhere to the University's data privacy and security policies.

(2) *Attendance Policy*

In accordance with Lingnan University's Academic Regulations for Undergraduate Programmes, Rule 12.8, a student whose accumulated leave of absence exceeds one-third of the term should not be assessed and awarded credits for the courses enrolled in the term (equivalent to 20 hours).

(3) Students are expected to devote a total of 12 hours (4 hours of classroom contact and 8 hours of personal study) to achieving the learning outcomes of the course.

(4) In accordance with the Regulations Governing University Examinations, students shall be aware of the University regulations concerning dishonesty in course work, tests, and examinations. In addition, they shall be aware of the consequences of these actions. In particular, plagiarism is a dishonest practice in which another person's work is presented as the student's own work without any acknowledgement of their source. This is whether it be exact phrases, summaries, or footnotes/citations, whether they are protected by copyright or not. Students are required to abide by the university's policy on academic integrity and honesty.

(5) Students are required to submit all their written assignments using Turnitin.

(6) To enhance students' understanding of plagiarism, a mini course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.