

HW0310 PROFESSIONAL COMMUNICATION

Acad Units: 2
Prerequisite: A pass in English Proficiency (HW001)
Last update: July 2012

Lectures & Tutorials:

Eight face-to-face Lectures (1 hour every week) + three online lectures + one Dialogue Session + 6 face-to-face Tutorials (2 hours every alternate week): Total 24 hours

OBJECTIVE

This course aims to equip students with the oral and written communication skills essential for functioning effectively in the workplace. Teaching and learning are conducted in the context of a globalised and constantly changing work environment with emphasis placed on flexibility and persuasiveness in communication. The focus is on written as well as oral professional communication.

DESIRED OUTCOME

Upon completing the course, students should be able to:

- Effectively undertake business writing tasks such as requesting and responding to requests for information, conveying bad news and responding to complaints.
- Effectively undertake job search tasks such as writing cover letters and resumes, and appearing for a job interview.
- Effectively undertake workplace oral tasks such as delivering informative and persuasive presentations with confidence and professionalism.
- Work effectively in teams by applying appropriate team building, negotiating and conflict management skills.
- Manage diversity issues effectively at the work place through understanding intercultural differences
- Effectively conduct and attend Business Meetings.

CONTENT

Topics covered include business writing, interpersonal communication in professional settings, job search skills including writing the application letter and resume and preparing for job interviews, managing intercultural communication at the work place, conflict management and negotiating skills, professional oral presentations, conducting and attending business meetings, and working effectively in a team.

ASSESSMENT SCHEME

Continuous Assessment 100%
Course Components

Assignment 1 (Resume Writing) 40%
Assignment 2 (Oral Presentation) 40%
Assignment 3 (Class Participation) 20%

TEXTBOOK (RECOMMENDED)

HW0310 PROFESSIONAL COMMUNICATION

HW0310: Professional Communication. (2010) Published by McGraw Hill

REFERENCE BOOKS

1. Adler, R.B. and Elmhorst J.M. (2010). *Communicating at Work* (10th Edition). McGraw-Hill NY.
2. Locker, K.O. and Kaczmarek, S.K. (2009). *Business Communication*. (4th Edition). McGraw- Hill. NY.
3. Guffey, M.E. & Du-Babcock, B. (2008). *Essentials of Business Communication*. (Asian Ed). Thomson Learning. Singapore.
4. Bailey, E.P. (2008). *Writing & Speaking at Work* (4th edition). NJ: Pearson Education.
5. Bovee, C.L. & Thill, J.V. (2008). *Business Communication Today* (9th edition). NY: Pearson Education.
6. Guffey, M.E. (2009) *Business Communication: Process and Product* (8th edition). Cincinnati: Thomson South-Western Publishing.
7. Lehman, C.M. & Dufrene, D.D. (2008). *Business Communication* (15th edition). Cincinnati: Thomson South-Western Publishing.