

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2014 / 2015

Part I

Course Title:	Professional Communication Skills
Course Code:	COM 5107
Course Duration:	1 semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims

This course is designed to enhance students' professional skills for communication purposes, with an emphasis on effective oral and written forms of communication via extensive practices. The training draws heavily on relevant theories in intercultural communication, organizational communication, and business communication, which provides intellectual foundations for the design, production, and delivery of professional communication messages. Also emphasized throughout the training are professional codes of ethics and values. At the end of the training, students are expected to be able to master a variety of oral skills such as interviewing, presentation, negotiation, and discussions and to be able to produce written documents for a variety of contexts such as news releases, policy reports, business proposals, and academic papers.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Develop effective skills for selecting, organizing, and delivering information in a businesslike manner with appropriate language, articulation, nonverbal communication, and visual supporting materials.	
2.	Develop essential listening, conflict management, time management, and problem-solving skills to communicate with people in a small group setting.	
3.	Apply clear language and utilize informed communication strategies to conduct interviews with people.	
4.	Apply clear, concise language, in an appropriate format, to writing following professional business documents: memorandums, cover letters, resumes, speech outlines, speech notes, citations, bibliographies, and reports.	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Make presentation about a media or communication topic of the students' choice (2 weeks)	
CILO 2	Conduct group discussions of the concepts and theories covered in the course throughout the class	
CILO 3	Interview people about a news or media event that shaped society (2 weeks)	
CILO 4	Design and practise oral and written communication strategies throughout the class	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1	Business writings Write up analytical reports about students' in-class activities and group exercises	30 %	
CILO 2	Attendance and Participation Participate in class activities and discussions	10%	
CILO 3	Oral presentations Make one individual presentation and one group presentation	30%	
CILO 4	Academic writings Write up innovative reports about students' research activities	30 %	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-.... F) Grading is based on student performance in assessment tasks/activities

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus

Professional skills, interviewing, presentation, negotiation, discussions, news releases, policy reports, business proposals, academic papers, professional codes of ethics and values.

Recommended Reading

Text(s)

Richmond, V. P., & McCroskey, J. C. (2009). *Organizational communication for survival: Making work, work* (4th ed.). Boston: Pearson/Allyn and Bacon.
 American Psychological Association (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Other References / Online Resources

Fisher, D. (2006). *Communication in Organizations*. New Delhi: Jaico Publishing House.
 Goodall, H. L. (1990). *Small group communication in organizations* (2nd ed.). Dubuque, IA: W.C. Brown Publishers.
 Greenberg, J. (2011). *Behavior in organizations* (10th ed.). Upper Saddle River, N.J.: Pearson/Prentice Hall.
 Molen, H. T. v. d., & Gramsbergen-Hoogland, Y. H. (2005). *Communication in organizations: Basic skills and conversation models*. New York, NY: Psychology Press.
 Müller, A. P., & Kieser, A. (2003). *Communication in organizations: Structures and practices*. Frankfurt am Main; New York: P. Lang.
 Neuliep, J. W. (2012). *Intercultural communication: A contextual approach* (5th ed.). Thousand Oaks, Calif.: Sage Publications.