

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2017/18**

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**Part I Course Overview**

<b>Course Title:</b>	Professional Communication Skills
<b>Course Code:</b>	COM5107
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> (Course Code and Title)	Nil
<b>Precursors:</b> (Course Code and Title)	Nil
<b>Equivalent Courses:</b> (Course Code and Title)	Nil
<b>Exclusive Courses:</b> (Course Code and Title)	Nil

## Part II Course Details

### 1. Abstract

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.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
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.			✓	✓
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CIOs.)

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

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CIOs.)

Assessment Tasks/Activities	CISO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Business writings Write up analytical reports about students' in-class activities and group exercises	✓				30%	
Attendance and Participation Participate in class activities and discussions		✓			10%	
Oral presentations Make one individual presentation and one group presentation			✓		30%	
Academic writings Write up innovative reports about students' research activities				✓	30%	
Examination: NA						
					100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Business writings	Evidence of original thinking; good organization and capacity to analyse and synthesize subject matter	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Attendance and Participation	Participation in class and contributing to reflective sharing and discussion in class	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Oral presentations	- Presentational skills; - Quality of the ideas and originality	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Academic writings	Evidence of familiarity with literature and knowledge base. Ability to demonstrate innovative ideas and critical attitude in analysing the subject matter	High	Significant	Moderate	Basic	Not even reaching marginal levels

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

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

**2. Reading List**

**2.1 Recommended Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

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

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

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