

# COM5107: PROFESSIONAL COMMUNICATION SKILLS

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Professional Communication Skills

### Subject Code

COM - Media and Communication

### Course Number

5107

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### 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.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-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.		x	x	x
2 Develop essential listening, conflict management, time management, and problem-solving skills to communicate with people in a small group setting.			x	x
3 Apply clear language and utilize informed communication strategies to conduct interviews with people.			x	x
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.			x	x

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Presentation	Make presentation about a media or communication topic of the students' choice	1	2 weeks

2	Group discussions	Conduct group discussions of the concepts and theories covered in the course throughout the class	2	
3	Interview	Interview people about a news or media event that shaped society	3	2 weeks
4	Classwork	Design and practise oral and written communication strategies throughout the class	4	

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Business writings Write up analytical reports about students' in-class activities and group exercises	1	30	-	No
2	Attendance and Participation Participate in class activities and discussions	2	10	-	Yes
3	Oral presentations Make one individual presentation and one group presentation	3	30	-	No
4	Academic writings Write up innovative reports about students' research activities	4	30	-	No

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

Business writings (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Evidence of original thinking; good organization and capacity to analyse and synthesize subject matter

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Attendance and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Participation in class and contributing to reflective sharing and discussion in class

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

Oral presentations (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

- Presentational skills;
- Quality of the ideas and originality

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

**Assessment Task**

Academic writings (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Evidence of familiarity with literature and knowledge base. Ability to demonstrate innovative ideas and critical attitude in analysing the subject matter

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Business writings (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Evidence of original thinking; good organization and capacity to analyse and synthesize subject matter

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Moderate

**Marginal**

(B-, C+, C) Basic

**Failure**

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**Assessment Task**

Attendance and Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

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## Part III Other Information

### Keyword Syllabus

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

### Reading List

#### Compulsory Readings

Title	
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> (6th ed.). Washington, DC: American Psychological Association.

#### Additional Readings

Title	
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.