# **Communication-intensive Course Syllabus Statement**

## **BBMS4012** Innovation Team Project

This is a certified Communication-intensive (CI) Course which meets all of the requirements endorsed by HKU's Senate, including

- the teaching and assessment of oral, written and visual communication 'literacies'; and
- at least 40% of the course grade assigned to communicationrich assessment tasks.

#### What communication knowledge and skills will students learn in this course?

This course aims to help students develop a strong foundation in written, oral, and visual communication skills and knowledge to successfully convey complex biomedical sciences ideas to non-experts.

Students will learn to summarise their literature research findings in a comprehensive written article in a manner that is easily understandable by non-experts and to connect with a wider audience.

Students will also learn to use multimedia tools to create a captivating visual narrative to effectively explain a complex biomedical product idea to non-expert audience. By making the content both entertaining and informative, students will learn the art of balancing technical information with creative storytelling.

Lastly, students will learn to use brief, persuasive speech with visual aids to explain highly technical information about their business idea on a biomedical product to potential non-expert investors and customers with the aim of piquing interest in their business plan.

#### How will students learn these?

Students can learn written communication skills through learning how to write a literature review through various activities embedded in the course including: workshop and in-class training, consultation sessions and peer review of each other's work.

For oral and visual communication skills, students will learn these through activities for the creation of a video proposal and an oral presentation. Students will learn how to create a fun and engaging video proposal through workshops on narrated PowerPoint production and video storyboard creation conducted by CAES VADR team, and peer review on video storyboard drafts and the final video proposal. Students will master their oral presentation skills first with an introductory session on pitching and oral presentation skills. Throughout the entirety of the course, they will be refining their pitching styles and skills through weekly pitch practice with feedback from teachers, guest speakers and peers. Consultation sessions and rehearsals will also be available for the students to refine their oral communication skills with the use of appropriate visual aids in preparation of their final presentations.

It is anticipated that through practice, students will learn to adapt their communication style to suit different audiences, becoming more persuasive and effective communicators.

### What does a good communicator look like in this course?

A good communicator from this course should be able to convey complex biomedical sciences ideas clearly and concisely, making them easily understandable for non-experts and experts alike. They should be able to adapt their communication style based on the audience and context while speaking and writing confidently. They will also have a strong grasp of visual communication tools to enhance their message's impact. They should be able to captivate their audience, using compelling storytelling and well-structured arguments while striking the right balance between technical information and engaging storytelling to make a lasting impact.