

Communication-intensive Course Syllabus Statement

CAES9920 Academic Communication for Business and Economics



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 and written communication 'literacies'; and
- at least 40% of the course grade assigned to communication-rich assessment tasks.

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

In this course, students will learn about the language that writers and speakers use to manage tone and style in different business genres and communication modes. Specific communication knowledge to be learned will include the linguistic features of business academic essays, business proposals, and business presentations. Students will also develop skills to evaluate how texts change in terms of content, organization, and language as a result of a shift in genre and communication mode. They will also learn how to provide peer-feedback and self-feedback for written texts.

How will students learn these?

Students will learn these through activities which encourage students to analyze examples of business academic essays, business proposals, and business presentations. They will practice through a variety of activities including in-class discussions, completion of assessed and non-assessed tasks and/or assignments, and peer and teacher feedback on both presentation skills and written texts.

What does a good communicator look like in this course?

At the end of the course, students will have developed the following attributes of an effective communicator: ability to decipher and use the appropriate linguistic features to convey meaning to a target audience, presenting ideas logically and cohesively, providing constructive feedback to peers and to themselves, following the conventions of a genre or communication mode, improving the quality of spoken and written communication in response to feedback, and an understanding of how to reflect on novel writing requirements.