ARTS1010
English for Effective Communication in Business and Social Contexts

6 credits
Session C: July 16 – August 3, 2018
Mon to Fri, 10:00 to 13:00 (and 3 hours of tutorials to be arranged by the teacher)

Course Description

This course aims to develop students' business and social communication skills. Areas covered include negotiation and telephoning skills and writing business correspondence such as email, business letters and investigative reports; as well as oral and presentation skills in both informal and formal social contexts such as meeting new friends and interacting at social gatherings. Students will develop their communication skills in relation to business meetings and cross cultural interactions and will be given extensive opportunities to practice and apply the skills through a variety of speaking tasks and an end-of-course social function.

Aims and Objectives

- To provide students with an in-depth understanding of English language and communication strategies, as well as networking and speaking protocols in business and social contexts;
- To develop students' English writing, oral and presentation skills in both formal and informal situations;
- To raise students' awareness of English usage through interactive games including role plays and real life tasks that simulate business and social environments; and
- To strengthen students' understanding of cross cultural (mis)communication in business and social fields.

List of Topics

- Group investigative project on a real business in Hong Kong
- English in the workplace – negotiating and discussion skills
- Writing business correspondence letters and emails
- Cross-cultural (mis)communication
- Business simulation
- Common business English errors
- Impromptu talks in business and social contexts
- Individual and group presentations in business and social contexts
- Self-awareness and understanding
- Active listening
- Social skills development
- Written English vs Spoken English
- Conflict resolution
- Social networking

Learning Activities

- Role plays

- Debates
- Impromptu talks
- Group discussions
- Tutorials
- Social conversations
- Presentations
- Writing practices
- Peer teaching

Teaching Resources

- Powerpoint slides
- Handouts
- Videos
- Writing samples
- Poker cards

Assessment Method

100% coursework

Group written report	25%	A group project investigating a real business in Hong Kong. The length of the report should be 500-600 words multiplied by the number of group members. Assessment criteria include content, organization, presentation and language.
Group presentation	25%	A group project investigating a real business in Hong Kong. Each student in the group should present for 5 minutes maximum. Assessment criteria include content, organization, visual aids, language and delivery.
Individual presentation	25%	Students choose a topic of that interests them and give a 5-minute individual presentation. Assessment criteria include confidence, non-verbal language (e.g. eye contact, hand gestures, body language), impact on the audience (e.g. whether the presentation is interesting or engaging), grammar and pronunciation.
In-class speaking tasks	25%	Throughout the course, students are assessed in in-class speaking tasks, including role plays, debates, impromptu talks, social conversations and meetings.