



NANYANG  
TECHNOLOGICAL  
UNIVERSITY  
SINGAPORE

NTU's Online  
Summer Course for  
UIC Students on..

## Essentials of Business Communication

**Info Session:**

16 March 2021 (6.15 - 7.30 pm)

**Online Course:**

05-19 July 2021



**SECOND**  
**ONLINE SUMMMER COURSE**  
**ESSENTIALS OF BUSINESS**  
**COMMUNICATION**  
**(EBC): 6<sup>th</sup> Consecutive Run**



# EBC - Info Session Programme

- **Welcome: NTU's Info Session for EBC Summer Course**
- **About NTU, EBC Summer Course & Online Delivery**
- **Introduction to Prof. Mei Ling**
- **Overview of EBC Course – Prof. Yang Mei Ling**
- **EBC Registration and Summer Course Time-line**
- **Q & A**

Strictly confidential

# Why EBC from NTU?: Unique Value Propositions

## Why NTU?

- Brought to you by highly ranked global university - NTU (13 Globally by QS2020) and B-school: Nanyang Business School (35<sup>th</sup> Global MBA – FT2020)
- Delivered by NBS faculty who taught the EBC course for both in Face-to-Face and online modes
- Deploys MS Teams: advanced and interactive platform
- EBC Summer Course: More than 200 UIC students benefitted
- Deploys multi-pronged pedagogy for an engaging delivery and enjoyable course

# Why EBC from NTU?: Unique Value Propositions

## Why EBC?

- With NTU's EBC begins your journey for **life-long transformation to learn and develop skills in English for effective business communication:**
  - Focuses on both **business writing and presentations**
  - Individual and personalized Feedback clinics for immediate improvement; Potential for quick adoption in the in-class learning
  - Apply classroom learning to business settings: business event-based communication tasks and **quizzes**
  - Share experience from **business communication experts**
  - Earn your **credits and study certificate from NTU**

Strictly confidential

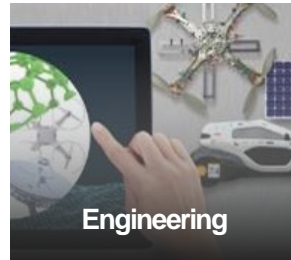
# Welcome: One of the biggest Engg. Unis in the world

**Ranked 1<sup>st</sup> globally**

NTU is the world's top young elite university\*

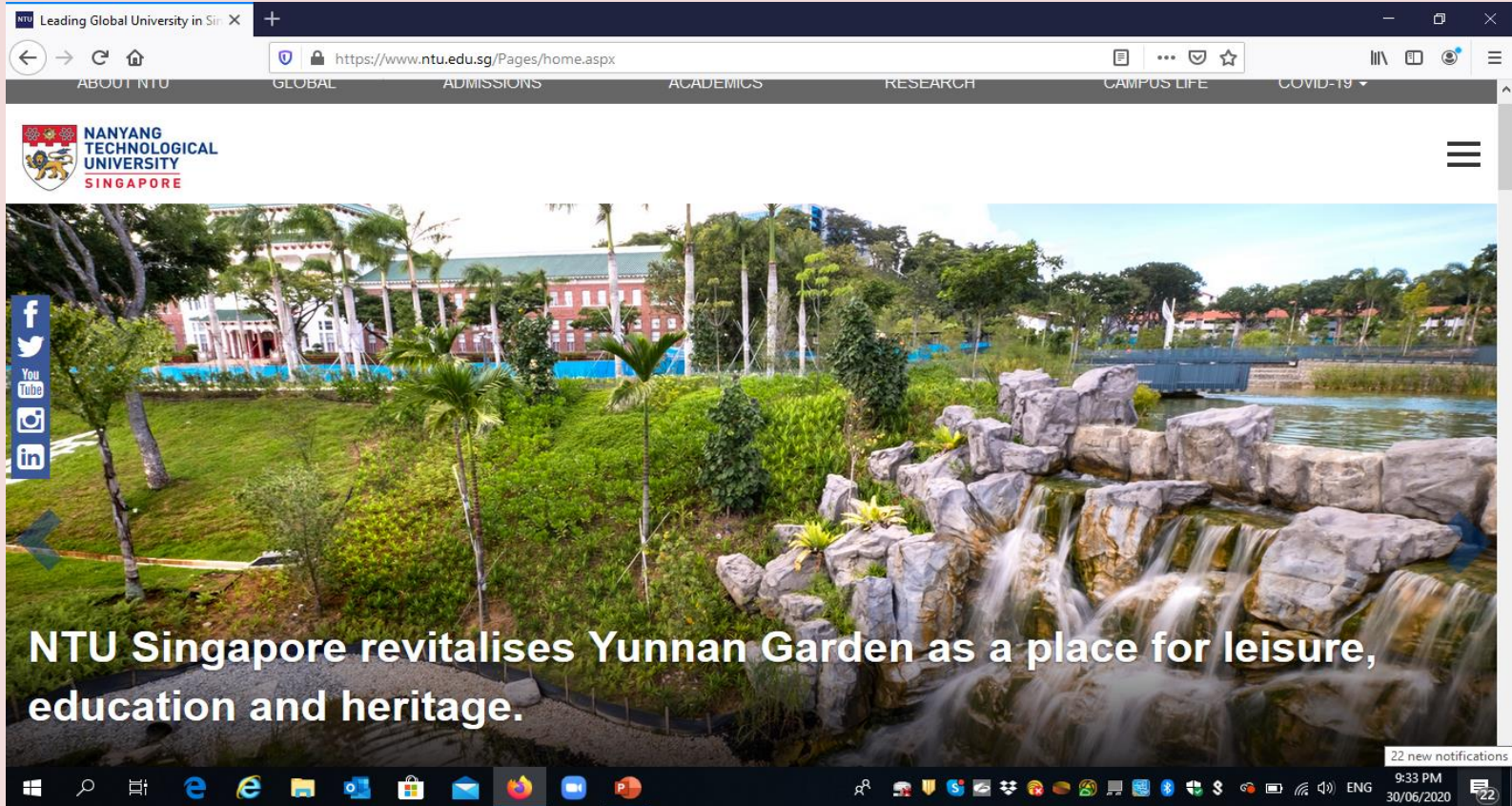
**33,000 Students**  
**>8000 Faculty and Staff**

Established  
in 1991,  
NTU is one of  
the biggest  
engineering  
universities in  
the world



\* *Quacquarelli Symonds Top 50 Under 50 years old, 2020*

# Next to NBS: View of Yunnan Garden



The screenshot shows the NTU Singapore website with a large image of the Yunnan Garden. The garden features a prominent waterfall cascading over large grey rocks into a pool of water. In the background, there are lush green trees and a large, multi-story red brick building with a green roof. The website's navigation menu includes 'ABOUT NTU', 'GLOBAL', 'ADMISSIONS', 'ACADEMICS', 'RESEARCH', 'CAMPUS LIFE', and 'COVID-19'. The NTU logo is visible in the top left corner. A vertical social media sidebar on the left contains icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn. The text 'NTU Singapore revitalises Yunnan Garden as a place for leisure, education and heritage.' is overlaid on the bottom part of the image. The Windows taskbar at the bottom shows the time as 9:33 PM on 30/06/2020 and 22 new notifications.

NTU Singapore revitalises Yunnan Garden as a place for leisure, education and heritage.

**Top 15 most beautiful university campuses in the world**

# Welcome: NANYANG BUSINESS SCHOOL

## Nanyang Business School

In 1995, NTU's School of Accountancy and Business was renamed to Nanyang Business School – an institution that is consistently counted among the world's top-tier business schools.

- 4,500+ students
- Degree and Double Degree programs
- Research-oriented interdisciplinary studies
- Industry-relevant education
- Well-recognised globally by companies which employ our students





# 2021 EBC Summer Course: Online Class on MS Teams

## ESSENTIALS OF BUSINESS COMMUNICATION

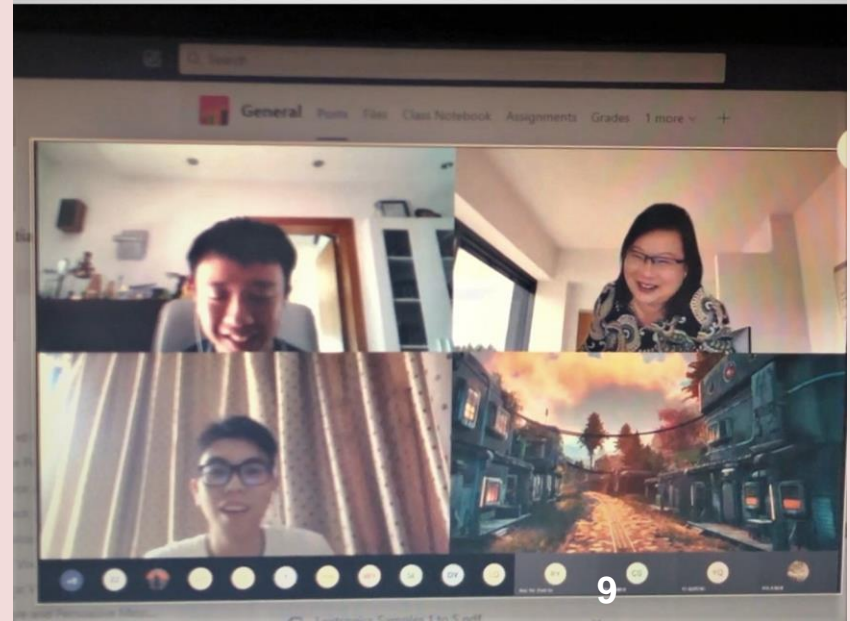


**Ms. Yang Mei Ling**  
**Senior Lecturer**

Division of Leadership,  
Management & Organization  
College of Business (Nanyang  
Business School)

Strictly confidential

## Online: GLIMPSE OF MEI LING'S CLASS



# EBC2021: Building Topical Knowledge

- **Indicative Topics in Business Presentation**
  - Qualities of good communicator, Audience Analysis
  - Art of Persuasion, Aristotle's Principles in Action, Power of story telling
  - Creating an effective presentation: **Leveraging visual aids & engaging audience**
- **Indicative Topics in Business Writing**
  - Timed Diagnostic Writing Task, Feedback clinics
  - Writing with **Purpose and Clarity, Persuade**
  - Writing a business report

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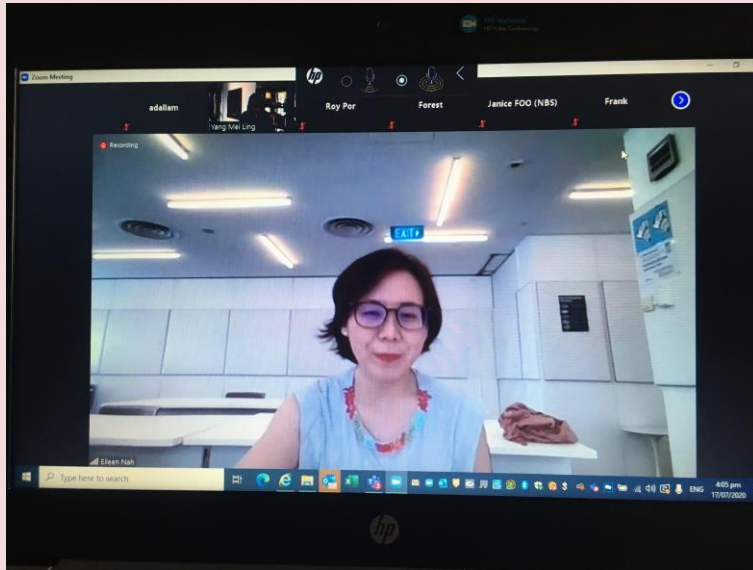
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# EBC 2021: Build Knowledge & Skills – Learn from the Industry Practitioners & Experts

- **Host of Guest Lectures and Presentations: [Topical List of 2020 Summer course:](#)**
  - *Important topics for business presentation and writing:*
    - *Communication Tips for Global Career Search*
    - *Cross-cultural Communication Strategy*
    - *Communication Tips for Corporate Presentations*
    - *Communication during Crisis: insights from Covid-19*

Strictly confidential

# EBC 2020 : Profile of Guest Lecturers



*Industry Guest Speaker Series....Communication Strategy for Corporate Presentations*

*Industry Guest Speaker Series....Communication during Crisis*



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## Video on Audience Analysis

Microsoft Teams

Yang Mei Ling Just now

### Watch Audience Analysis videos

Please watch these videos (Seminar 3 channel) and share your observations

Two short videos have been uploaded in Seminar 3 channel on topic of "Audience Analysis". Please watch them **BEFORE** our class on Monday 13 July so that you will be able to answer questions I'll ask you on Monday.

**Video 1**

Knowing your Audience

Observe the following:

- Eye contact
- Facial expression
- Gestures
- Pace of Speaking
- Vocal variation

**\*\* Write down your observations as you'll be asked to share them later.**

**Video 2**

Audience Analysis

Video on

## Kai Fu Lee on AI at APPLE: TED TALK

Seminar 05 - Persuasion (Logos, Pathos, Ethos)

NTU-UC Essentials of Business C...

Seminar 01 - Intro and Overview

Seminar 02 - Public Presentations

Seminar 03 - Audience Analysis

Seminar 04 - Feedback Clinics

Seminar 05 - Persuasion (Logos, Pathos, Ethos)

Seminar 06 - Visual, Vocal and Verbal

Seminar 07 - Business Writing Principles

Seminar 08 - Sensitivity and Persuasive Messages

Seminar 09 - Slide Design and Slide Deck Reports

Seminar 10 - Writing Practice Review

Seminar 11 Slide Check Report

1 hidden channel

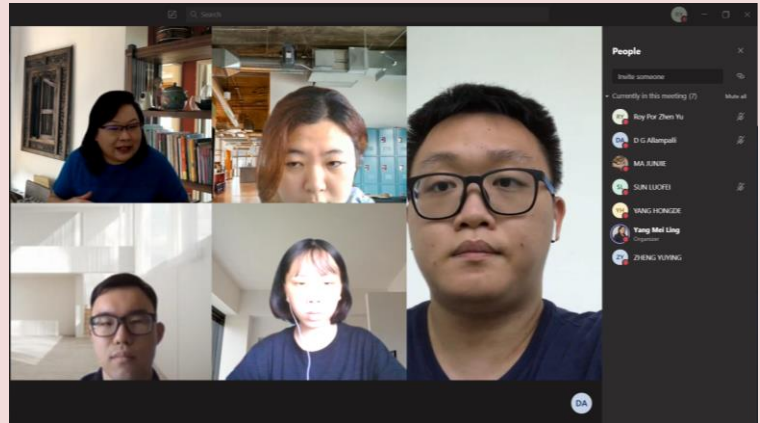
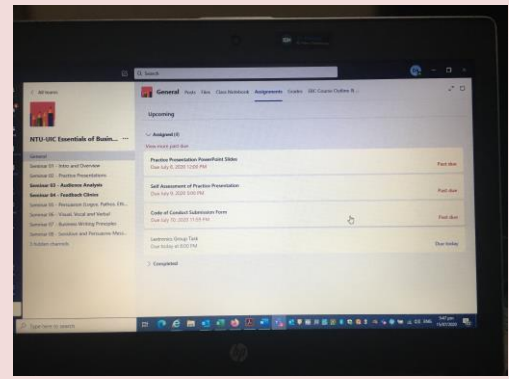
So let me first make a confession about my errors in my values.

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# EBC: Course Design Highlights – Learning by Doing

- **Learn by doing focused tasks**
  - Practice Presentation (PP) Task
  - Self assessment of PP
  - Each student reviewed 3 PP
  - Group discussions/tasks



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**EBC 2021 - WE HOPE TO CREATE**

**ENRICHING....**



**EXCITING....**



**ENLIVENED....**



**LEARNING EXPERIENCE !**

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# Past UIC Students: What they Say?

## NTU Makes me feel at home.....



And the warm welcome from the staffs from NTU really makes me feel like at home. I will remember these days forever! After this course, I will continue to make good use of the communication skill, combine with other knowledge, to get great progress in future study.

## Singapore Food...Famous Chefs...Paradise of Cuisines

The fantastic food of Singapore attracts people to visit. You can find Indian food, Malaysian food and Chinese food in every corner. Many famous chefs launch their own restaurants such as Ginza Sushi Lchi and Cut by Wolfgang Puck. People can enjoy themselves in this cuisine paradise



# EBC2020: Student Feedback on MS Teams

- UIC Student:** ....MS Team is interesting platform, ...Every time when I submit my assignment,.... I get to see an **ice-cream**  shown on the screen or a **cute sloth is swinging,**  making me somehow look **forward to hand-in my** more assignments. ....When my internet connection is unstable, I can refer to the **subtitle to catch up with the lecture.** The most important thing is that I can chat with you all.... **Overall, I think it is much better than zoom.**
- UIC Student:** I think **Teams is great.** Actually, using it for **online courses is a right choice.** It has **more features than Zoom.** It is **easy for us to find the files** Shared by teachers and assignments, which is very important for my study.

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# EBC: Student Feedback on Teams

- UIC Student:** I found that MS Team **really helpful**, there are many advantages compared to zoom. For example, we can **turn-in assignments in Teams** but zoom is just a cloud-meeting tool....I think Team is **very friendly** for those very beginners like us.
- UIC Student:** To tell the truth, the MS Team is the **most convenient online platform.... Compared to Zoom& Tencent meeting**.... In addition to a meeting platform.... it also explores various features available to us like submitting our homework and **chat with people offline**, ....which allow us to be more engaged in it. .(它就像是一个集大成的工具，十分便利) .....

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# EBC 2021: EVENTS & TIMELINE

- **16 March 2021 – EBC Info Session & Q&A**
- **10 April 2021 – Last date to enroll and register with UIC**
- **15 April 2021 – UIC nominates students to NTU**
- **30 May 2021 – Last date to transfer fees to NTU by wire transfer**
  - **S\$4,540: Contact Ms Jasmine Sun, IDO UIC for more information**
- **28-29 June 2021 – Briefing and Connecting with NTU network**
- **01 – 20 July 2021 – Delivery of EBC Summer Course (ONLINE)**

**To register: Contact Ms Jasmine Sun, IDO, UIC**

[\(sunhuimin@uic.edu.cn\)](mailto:sunhuimin@uic.edu.cn)

**THANK YOU**  
**EVERYONE FOR JOINING**  
**EBC-2021 INFO SESSION**  
**See you soon!**

For any additional information and assistance, contact: [adallam@ntu.edu.sg](mailto:adallam@ntu.edu.sg)

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