

## **2021 Summer Programme for Students of the United International College, China (UIC)**

### **ONLINE SUMMER COURSE ON ESSENTIALS OF BUSINESS COMMUNICATION**

Course Instructor: Yang Mei Ling

#### **Online Course Description**

This online course will prepare you for the written and oral communication challenges you are likely to face in the rapidly evolving business environment. It will help you to present yourself confidently and professionally in the way you speak, write and participate in your chosen profession.

Whether for external correspondence and liaison with customers, or for intra-organizational communication with colleagues and superiors, the ability to convey clear messages in the most palatable manner is indispensable for personal and business success.

To thrive in a dynamic business setting, corporate executives need more than linguistic competence when crafting business messages. Versatility and strategic thinking are also critical success factors for effective written and oral communication.

Apart from discussing strategies in relational and persuasive oral communication, special emphasis will also be placed on how written messages can be crafted and presented in a concise, structured and effective manner.

You will get opportunities to hone your presentation skills through video-taped assignments, as well as receive personalised feedback on your performance. You will also gain from practice in crafting messages for a range of business contexts, including letters/email and longer documents like reports and proposals.

#### **Learning Objectives**

You will learn the theoretical frameworks, strategies and skills to:

1. Prepare and deliver effective business presentations
2. Produce effective business writing and documents/reports

#### **Learning Outcomes**

At the end of the course, you should be able to:

- analyse audiences and adapt your oral and written messages to audiences' needs
- create and deliver effective business presentations
- apply techniques for effective business writing to make your messages clear, succinct and more palatable to target readers
- develop skills for crafting effective business documents, specifically reports and proposals

## Teaching & Learning Methods

Conducted over 13 sessions and delivered in online mode, the course is interactive and practical. There will be ample opportunities for you to practise your presenting and writing skills, both individually and in groups. You will also benefit from personalised feedback on individual video-taping of your presentations.

The entire course will be delivered in an e-Learning mode using online learning platforms and tools such as MS Teams, Blackboard and ZOOM.

## Method of Instruction & Session Delivery Plans

Seminars will be delivered as follows although the instructors will have the option revising these times due to the special requirements of each topic.

Duration	Session Plan
0.75 hour	Flipped classroom preparation by students
1 hour	Topical discussion, assigned case review, task critique & evaluation, industry guest speakers
1.25 hour	Group breakout discussions, student presentations, peer review and feedback from instructor

Adequate preparatory sessions will be included in the class time-table for case discussions, self assessments and group projects.

Guest speakers from the corporate sector will be invited to our online seminars to provide relevant exposure to students on real-life communication challenges and strategies in the business world.

Apart from posted course materials and e-textbook, relevant online presentations and discussions will be recorded using MS Teams or ZOOM and will be made available for self-learning or revision by UIC students.

## Course Schedule

Date	Seminar	Platform
<p><b>Session 1</b></p> <p>1 July 2021 (Thurs)</p> <p>2 – 5 pm</p>	<p><b>Business Communication Essentials</b></p> <p>Welcome &amp; Introduction</p> <ul style="list-style-type: none"> <li>▪ Course Overview</li> <li>▪ NTULearn &amp; IT/admin briefing</li> </ul> <p>Timed diagnostic writing task</p>	<p>MS Team/ NTULearn</p>
<p><b>Session 2</b></p> <p>2 July 2021 (Fri)</p> <p><i>Asynchronous</i></p>	<p>Preparation &amp; Video-recording of Practice Presentation</p> <ul style="list-style-type: none"> <li>- <i>Recording of practice presentation to be uploaded by 5pm, 3 July</i></li> </ul>	<p>MS Team/ NTULearn</p>
<p><b>Session 3</b></p> <p>5 July 2021 (Mon)</p> <p>2 – 5 pm</p>	<p><b>Business Communication Essentials</b></p> <p>Qualities of a good communicator</p> <p>Audience Analysis – Make it or break it</p> <p><i>Industry Guest Speaker Series</i></p>	<p>MS Team/ Zoom</p>
<p><b>Session 4a</b></p> <p>6 July 2021 (Tues)</p> <p><i>Asynchronous</i></p>	<p><b>Effective Business Presentations</b></p> <ul style="list-style-type: none"> <li>▪ Self Assessment of Practice Presentations</li> <li>▪ Peer Review of Presentations</li> </ul> <p><i>Deadline: 5pm, 6 July</i></p>	<p>MS Team/ NTULearn</p>
<p><b>Session 4b</b></p> <p>7 July 2021 (Wed)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Presentations</b></p> <p>Clinic sessions in small groups</p>	<p>MS Team/ Zoom</p>

<p><b>Session 5</b></p> <p>8 July 2021 (Thurs)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Presentations</b></p> <p>The Art of Persuasion in Oral Communication</p> <ul style="list-style-type: none"> <li>▪ Logos, pathos, ethos</li> <li>▪ Aristotle's principles in action</li> <li>▪ Power of story telling</li> </ul>	<p>MS Team</p>
<p><b>Session 6</b></p> <p>9 July 2021 (Fri)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Presentations</b></p> <ul style="list-style-type: none"> <li>▪ Creating a <i>PRESENCE</i> – <i>visually &amp; vocally</i></li> <li>▪ Leveraging on visual aids</li> <li>▪ Engaging the audience</li> <li>▪ Managing the Q&amp;A</li> </ul> <p><i>Industry Guest Speaker Series</i></p>	<p>MS Team/ Zoom</p>
<p><b>Session 7</b></p> <p>12 July 2021 (Mon)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Writing</b></p> <p>Writing with Purpose</p> <ul style="list-style-type: none"> <li>▪ Strategic Contingency Model</li> <li>▪ Strategies for relational messages</li> </ul> <p>Writing with Clarity</p> <ul style="list-style-type: none"> <li>▪ Enhancing clarity and conciseness in writing</li> <li>▪ Strategies for informational messages</li> </ul>	<p>MS Team</p>
<p><b>Session 8</b></p> <p>13 July 2021 (Tues)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Writing</b></p> <p>Writing to Persuade</p> <ul style="list-style-type: none"> <li>▪ Making a convincing case</li> <li>▪ Strategies for promotional messages</li> </ul>	<p>MS Team</p>
<p><b>Session 9</b></p> <p>14 July 2021 (Wed)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Writing</b></p> <p>Creating Professional Business Reports</p> <ul style="list-style-type: none"> <li>▪ Types of business reports</li> <li>▪ Use of slide deck reports</li> </ul> <p><i>Industry Guest Speaker Series</i></p>	<p>MS Team/ Zoom</p>

<p><b>Session 10</b></p> <p>15 July 2021 (Thurs)</p> <p>2 – 3.30 pm</p> <p>4 – 5.30pm</p>	<p><b>Effective Business Writing</b></p> <ul style="list-style-type: none"> <li>▪ Review of Writing Practice + feedback</li> <li>▪ Group project preparation &amp; consultation</li> </ul>	<p>Zoom</p>
<p><b>Session 11</b></p> <p>16 July 2021 (Fri)</p> <p>2 – 5 pm</p>	<p><b>Effective Business Writing</b></p> <ul style="list-style-type: none"> <li>▪ Designing your slide deck report</li> <li>▪ Group Project consultations</li> </ul> <p>Industry Guest Speaker Series</p>	<p>MS Team/ Zoom</p>
<p><b>Session 12</b></p> <p>19 July 2021 (Mon)</p> <p>2 – 5 pm</p>	<p><b>Group Presentations (40%)</b></p> <ul style="list-style-type: none"> <li>▪ Video-recorded presentations</li> <li>▪ Q &amp; A</li> <li>▪ Slide Deck Report due (20%)</li> </ul> <p><i>Deadline for Slide Deck &amp; PPT submission – 8pm, 18 July</i></p>	<p>Zoom/ NTULearn</p>
<p><b>Session 13</b></p> <p>20 July 2021 (Tues)</p> <p>2 – 4 pm</p>	<p><b>Writing Test (20%)</b></p> <ul style="list-style-type: none"> <li>▪ Timed individual Writing assessment</li> </ul>	<p>NTULearn</p>

### CompulsoryText

Courtland L. Bovée & John V. Thill, *Business Communication Today*, 14th ed. (Upper Saddle River, NJ: Pearson/Prentice Hall, 2019).

### Optional Texts

Mary Munter, *Guide to Managerial Communication: Effective Business Writing and Speaking*, 9th ed. (Upper Saddle River, NJ: Pearson/Prentice Hall, 2012).

## Coursework and Assessment

Final grades will be awarded entirely on the basis of Continuous Assessment, for activities conducted throughout the course.

The assessment structure is as follows:

<b>Evaluative Component</b>	<b>Weightage</b>
Online seminar participation & assignments (e.g., self-evaluations, peer review, presentation & writing tasks)	20%
Group Presentation	40%
Group Report	20%
Writing Test	20%