



**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**  
SINGAPORE

# ESSENTIALS OF BUSINESS COMMUNICATION

*NTU-UIC Summer  
Programme 2021*



# Course Design & Approach

- **Real-life, practical communication insights**
  - Actual scenarios integrated into both oral & written tasks and group project
  - Talks and Q&A with corporate executives from diverse industries
  - Topics relevant to young job seekers in global job market
    - Personal branding on social media
    - Digital & virtual presence in increasingly online corporate world
    - Clear & persuasive writing



# Course Design & Approach

- **Hands-on & practice-oriented**
  - Presentations (video recorded)
  - Writing (indiv/group exercises & practices, graded)
  - Lots of opportunities & activities for practicing your speaking/writing even with online platform
- **Feedback-oriented** (*performance improvement*)
  - Video recordings, *360° review*
  - *Personalised feedback, coaching, consultation*



# Online Tools & Platforms

- **Microsoft Teams**

- digital hub that brings conversations, content, assignments, and apps together in one place to create a vibrant learning environment

[https://youtu.be/PasT3Q1ZR\\_I](https://youtu.be/PasT3Q1ZR_I)

- **Zoom**

- ***NTULearn (Blackboard)***



# Samples of MS Team online courses at NTU

This screenshot shows a Microsoft Teams channel named "NTU-UIC Essentials of Business". The left sidebar lists a "General" channel and five "Group" channels (Group 1 to Group 5). Below these are 12 seminars, including "Intro and Overview", "Practice Presentations", "Audience Analysis", "Feedback Clinics", "Persuasion (Logos, Path...", "Visual, Vocal and Verbal", "Business Writing Princip...", "Sensitive and Persuasive...", "Slide Design and Slide D...", "Writing Practice Review", "Slide Deck Report", "Group Project Presentatio...", and "Writing Test (for Martin)". The main content area shows a post by Yang Mei Ling from 7/4 10:22 PM. The post features a blue banner with the text "Communication Tips for Global Career Search" and "Industry Guest Speaker Series - 8 July 2020". Below the banner is a slide titled "Communication Strategy for Global Career Search" featuring a speaker named Shamady Matryni. A second post by Yang Mei Ling from 7/4 10:50 PM is partially visible at the bottom, with a blue banner that says "Strategy for Corporat Presentations".

This screenshot shows a Microsoft Teams channel named "AB0602 Sem Group 34". The left sidebar lists a "General" channel and five "Group" channels (Group 1 to Group 5). Below these are "Principled Negotiation" and a list of weeks: "Week 1 - Introduction", "Week 2 - SCM and Introductory Pre...", "Week 3 - Oral Communication", "Week 4 - Oral Communication", and "Week 4a - Slide Deck Report". The main content area shows a post by Yang Mei Ling from 8/8 6:20 AM. The post features a green banner with the text "NTU Covid-19 Safety Guide" and "Keeping safe as we learn together". Below the banner is a message: "Sharing with you the guidelines issued by the Undergraduate Programme Office (UPO) in preparation for the start of semester next week." A file named "UG Safety Measures S1 AY2020-21.pdf" is attached to the post. A second post by Yang Mei Ling from 8/8 6:57 AM is partially visible at the bottom, with a green banner that says "Join our Telegram group".

This screenshot shows a Microsoft Teams channel named "Effective Business Writi...". The left sidebar lists a "General" channel and three items: "Sponsorship Samples Review", "Strategic Contingency Model (SCM)", and "Writing Tips". The main content area shows a post by Yang Mei Ling from 9/10 5:11 PM. The post features a purple banner with the text "Student Samples for Review" and "Click on link below to see student samples". Below the banner is a message: "Click on link below to see student samples" followed by a URL: "https://teams.microsoft.com/\_/#/school/files/Sponsorship%20Samples%20Review?threadid=19%3A7dba506928ce42bfae1e3f42785743b3%40thread.tacv2&ctx=channel&context=Student%2520Samples&rootfolder=%252Fteams%252FEffectiveBusinessWritingSeminar%252FShared%2520Doc". A second post by Yang Mei Ling from 9/10 5:11 PM is partially visible at the bottom, with a dark blue banner that says "Corporate Sponsorship samples" and "Click on link below or 'Files' tab above to see corporate samples".





# Benefits of MS Team platform

- **All-in-one** (几合一) platform
- **High interaction**  
(between instructor & students;  
among students)
- **Attractive layout & pages**
- **Excellent for Group Project & Collaboration**  
– *anytime & anywhere*
- **Easy retrieval** of past discussion and group work
- **Recordings of lessons/discussions** (main & small groups)
- **Easy sharing** of all types of files/docs even in “breakout rooms”



# All-in-one

Synchronous seminars

Practice Present 1.mp4

Close

**Presentation video uploads & peer reviews**

AM

Pr...

7/9 10:08 AM 1

meiru, marun. Nice to meet you! First of all, I have to say that I am glad you chose LB! because I'm also a basketball

See more

JN 7/9 4:39 PM

in! Nice to meet you! I think your presentation is very good. I am amazing because the intonation, the speed, the pitch and the volume you speak are all very suitable and make the audiences feel comfortable. Actually, I am not interested in basketball but the tone you presented makes me very curious about what you are going to talk about. This shows that your verbal language is really attractive and can closely connect to audiences. This is also the point I need to learn from you. Hearing your speech carefully, I feel like you are chatting with me and it does not sound like you have a draft to read

Asynchronous Video Critiques

All teams

Sponsorship Samples Re... Posts 2 more + Team 1 Guest Meet

Yang Mei Ling set this channel to be automatically shown in the channels list. September 10, 2020

Yang Mei Ling 9/10 5:08 PM Edited

**Student Samples for Review**

Click on link below to see student samples

video (1).mp4 - VLC media player

Media Playback Audio Video Subtitle Tools View Help

Effective Business Writi...

General

Sponsorship Samples Review

Strategic Contingency Model (SCM)

Writing Tips

All teams

Week 3 - Oral Communi... Posts Kamala Harris - execu... 6 more + Meet

AB0602 Sem Group 34

General

Final Group Project

Group 1

Group 2

Group 3

Group 4

Group 5

Week 1 - Introduction

Week 2 - SCM and Introductory Pr...

Week 3 - Oral Communication

Week 4 - Oral Communication

Week 4a - Slide Deck Report

Week 5 - Written Communication

Week 6 - Individual Presentation (Gra...

Week 7 - Written Communication

Sen. Kamala Harris announces 2020 presidential run

6 0

California, first elected to the Senate in 2016 after 20

0:03 / 4:55



# All-in-one

- Synchronous or Asynchronous Activities

Group 1 Posts Files Lee KaiFu on AI + Channel Meet

September 4, 2020

Yang Mei Ling 9/4 2:18 PM

## Slide Deck Review by Groups

Slide Deck Review for Week 5

- Groups 1, 3 & 5 to review Samples 1, 3, 5
- Groups 2 & 4 to review Samples 2, 4, 6

\*\* Pls have a quick chat in yr groups before next seminar. Be prepared to share at least 3 comments on each sample. The samples are available in yr respective Group channel on MS Team.

Team A1 Posts Files KaiFuLee's Speech on AI 2 more +

Welcome to the class!

Try @mentioning the class name or student name to start a conversation July 10, 2020

Yang Mei Ling 7/10 9:58 PM Edited

## Watch & Analyse Lee Kaifu's speech

Identify elements of logos, pathos & ethos

Lee Kaifu on AI

Group Discussion

- 1) In your new groups (A1 to A5), watch the video and identify elements of logos, pathos & ethos in this speech.
- 2) Video and analysis ppt chart are posted at tabs on top of your group channel (eg Team 1A). Use the ppt to fill in your answer.
- 3) Return to this Seminar 5 channel to share your answer in 30 minutes.
- 4) Assign time-keeper & presenter.

General Posts Files Class Notebook Assignments 3 more + Team 1 Guest Meet

August 9, 2020

Yang Mei Ling 8/9 6:25 AM

The career advantages of intentional learners | McKinsey  
<https://www.mckinsey.com/featured-insights/future-of-work/the-most-fundamental-skill-intentional-learning-and-the-career-advantage>

The most fundamental skill: Intentional learning and the career advantage  
The most fundamental skill of all is knowing how to learn. Here is how intentional learners get ahead.

www.mckinsey.com





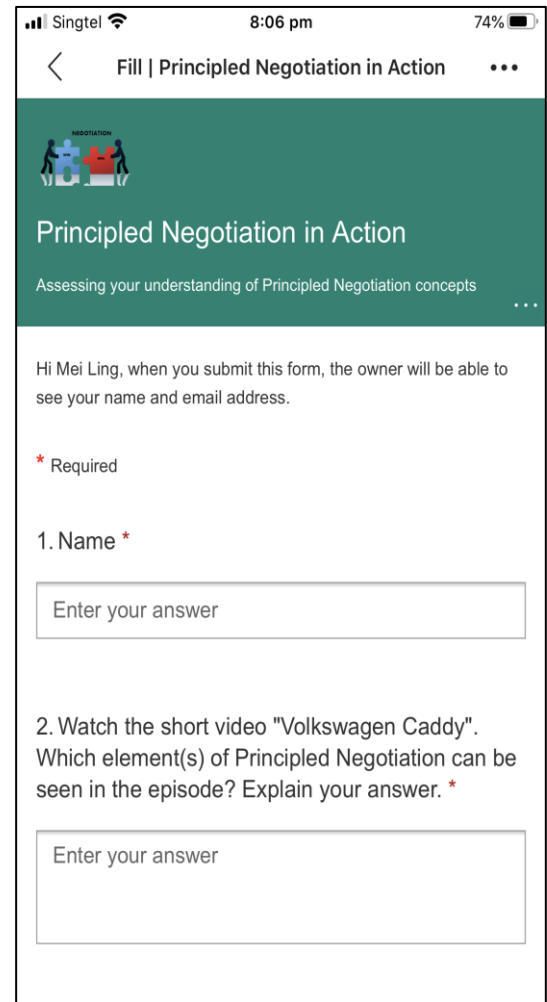
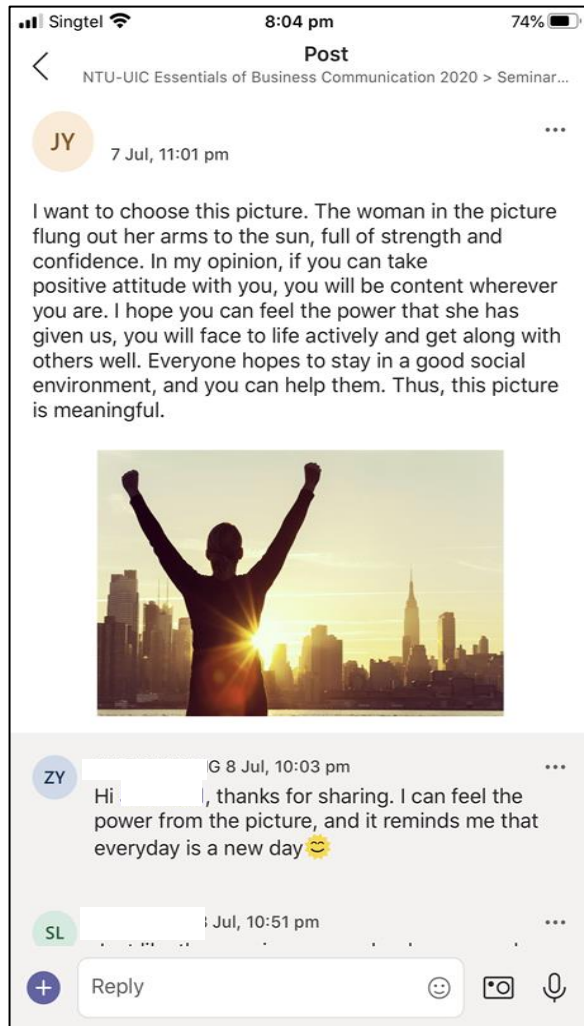
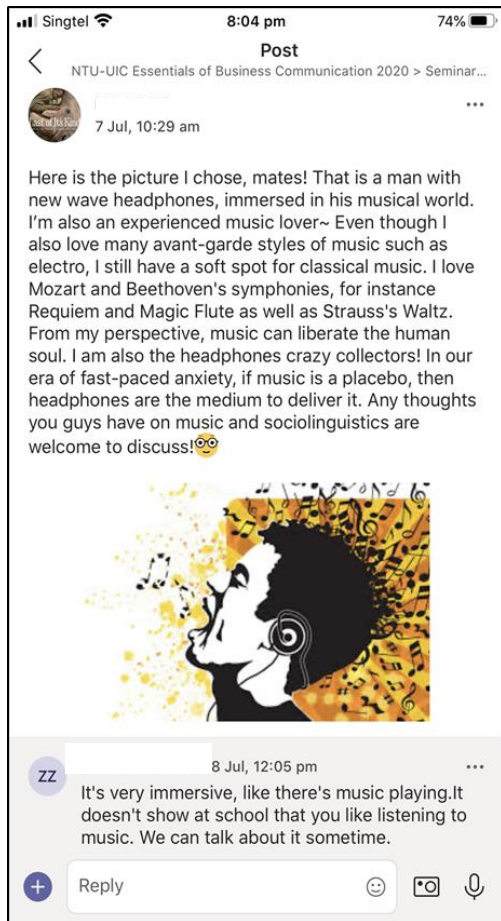
# High engagement potential

The screenshot shows a Microsoft Teams channel interface. At the top, there are tabs for 'Posts', 'Files', 'Notes', and 'Fill | Getting to know y...'. Below the tabs, there are options for '+ New', 'Upload', 'Copy link', 'Download', and 'Open in SharePoint'. The main content area is titled 'Seminar 01 > Post your picture here' and displays a grid of images. The images are labeled with names and dates: 'Adair.jpg July 7', 'Brian.jpg July 6', 'Cindy.jpg July 7', and 'July 6'. On the left side, there is a sidebar with a search bar and a list of items including 'NTU-UIC Essentials of B...', 'General', 'Group 1' through 'Group 5', and a list of seminars from 'Seminar 01 - Intro and Overview' to 'Seminar 11 Slide Deck Report'.

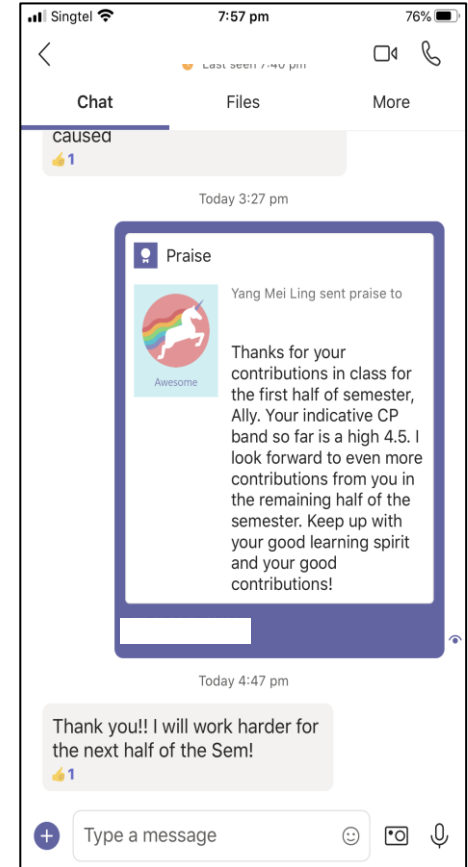
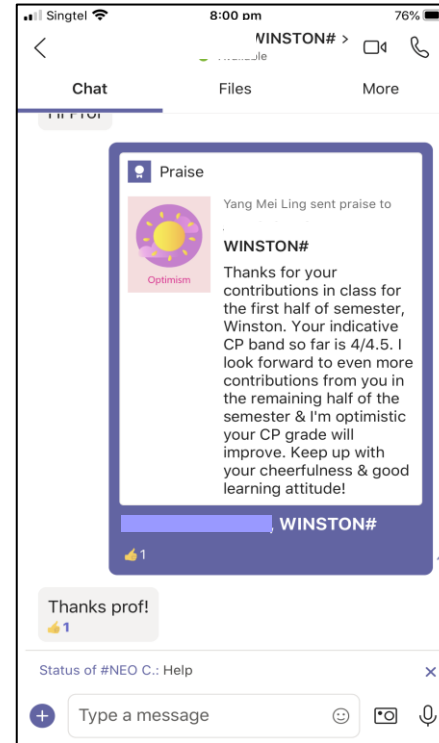
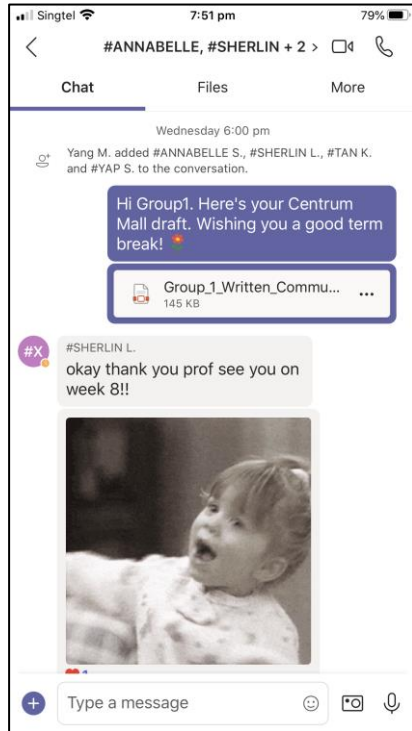
This screenshot shows a chat window with a contact named 'Brian.jpg'. The chat history includes several messages: a timestamp '7/7 12:31 PM', a message from 'Brian.jpg', a timestamp '7/7 1:36 PM', a message: 'The reason I chose this photo is that I love cats very much especially new kittens. They are so cute that I can't stop looking at them.', a timestamp '7/7 6:06 PM Edited', a message: 'Hey Brian, I love cats too. They are such smart creatures and I had one a long time ago. I decided not to have another one.', a timestamp '7/7 6:01 PM', a message: 'Hi Brian- I'm eager to have a cat of my own. I saw that my best friend has three Muppet cats and they are really cute.', a timestamp '7/7 11:08 PM', a message: 'Oh, it's the Ragdoll.', and a photo of a Ragdoll cat. The chat interface includes a sidebar with navigation icons for Activity, Chat, Teams, Assignments, Calendar, Calls, Planner, and Files.

This screenshot shows a chat window with a contact named 'Sherleen.jpg'. The chat history includes several messages: a timestamp '7/6 12:03 PM', a message from 'Sherleen.jpg', a timestamp '7/6 12:16 PM', a message: 'I look forward to a life that I can have a lot of free time. I have a large group of good friends who share my interests and I am happy to spend time with them.', a timestamp '7/6 12:20 PM', a message: 'Wow Sherleen - you must lead a very active & exciting life! With the closure of bars and restaurants, it must be hard to find places to go to.', a timestamp '7/6 12:20 PM', a message: 'I don't want to be alone either. I enjoy that you have many good friends. Sometimes friends always help themselves.', a timestamp '7/7 10:52 PM', a message: 'Hi Sherleen, I'm curious - what's a muppet cat? Do you have a photo of your friend's cat?', and a colorful cartoon illustration of a purple character with a large afro and a lollipop. The chat interface includes a sidebar with navigation icons for Activity, Chat, Teams, Assignments, Calendar, Calls, Planner, and Files.





# MS Chat – additional channel for engagement



# Easy retrieval of class & group discussions

Week 7 - Written Com... Posts 2 more + Team 1 Guest

Yang Mei Ling 9/22 10:28 PM  
Written Communication - Review of Group writing task  
Group Project Discussion  
Introduction to Principled Negotiation

Week 7 AB0602 Online Seminar  
Wednesday, September 23, 2020 @ 2:30 PM

Collapse all

Week 7 AB0602 Online Seminar started

9/23 3:40 PM  
profits translating to greater incentives

9/23 3:41 PM  
Economical impacts to the company, which might in turn affect their salaries for eg

9/23 3:41 PM  
the need to avoid losses on low margin products

9/23 3:41 PM Edited  
The CEO needs to understand and empathized with their senior management staffs, and rationalize it by tying the need for changing the policy to make the company more relevant and profitable. By striving to make the mall more relevant, this means that they can keep their jobs longer.

9/23 3:41 PM Edited  
Not being able to match up to competitors if no change is made

9/23 3:41 PM  
changes have to be made to ensure the company's survivability

9/23 3:41 PM  
To highlight the benefits to the company (increase in sales/profits which can possibly increase increments/better benefits for staff)

Group 5 Posts Files KaiFuLee on AI + Channel

Meeting started

Collapse all

8/19 4:23 PM 2  
Relational VS Informational: US is better as they addressed the parents concerns first before giving detailed steps to return the toys

8/19 4:23 PM 2  
1. General tone: Relational vs informational  
2. Initiative: Seems like the US one is taking the initiative  
3. to come forward, while the SG one is responding to a customer query  
4. The SG one is more self serving in the points raised, while the US one seeks to address any potential concerns that the parents may

See less

Brand manager (sg) vs chairman (us)

8/19 4:28 PM  
Situational Factors: Sender. For SG article, sender is merely a brand manager. while for US article, sender is the chairman, which will have more impact on readers

8/19 4:29 PM  
Communication outcome: US - about why this is important and why they care. vs SG - very process oriented, only want to facilitate the replacement

8/19 4:29 PM  
design factors: title of US message more eye-catching, as it is in red. the message also captures the attention of parents with the mention

8/19 4:30 PM  
Organising info: US included an opening/ personal statement but SG went straight in to the process

Meeting ended: 46m 28s



# ***UIC Students' Feedback on MS Team Online Experience***

MS Team is quite an interesting platform. Every time when I submit my assignment, there will be an ice-cream shown on the screen or a cute sloth is swinging, **making me look forward to hand in my assignment**

**We download files from different channels after class so we can find them easily.** That's powerful because other meeting applications have the limited function to upload and download files at the same time.

To tell the truth, the **MS Team is the most convenient online platform I've ever used.** Compared to Zoom & Tencent meeting, it is really interesting and beneficial. Not only does it provide us with 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)**

I found that MS Team really helpful, there are many advantages compared to zoom. For example, we can turn in assignments in Team but zoom is just a cloud-meeting tool.





# ***UIC Students' Feedback on MS Team Online Experience***

A good thing is that **it can show the automatic subtitle on screen**. 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 instructor through MS team**.

I think MS Team 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.

In MS Team, we can have group meeting just like ZOOM and also upload the files so that other members can download it quickly as well as **edit the files together**.

I have to say that the background pictures provided by MST are best among all background pictures I've ever seen, hahaha.

I also found some very interesting modes in Team. I think Team is very **friendly for those very beginners** like us.



# ***UIC Students' Feedback on MS Team Online Experience***

I like this MS Team platform. It can inform me the assignment or announcement instantly.  
**I can find materials easily.**

**It is more convenient and integrated than ZOOM and Tencent**

I think MS Team is very interesting and beneficial. This platform is very effective and it is also a new experience for me.

**We can learn, do homework and meeting on this one platform.** It is not necessary for us to download other apps, which is the greatest point.

MS team is interesting since it has **many cute emoji**

I think Microsoft Teams is a good platform once I get familiar with it. It is more fully functional than other platforms.

I feel **MSTeam is the best platform I have used** for teamwork. It includes lots of functions. It **really helps a lot and makes our course effective.**



# NTU Students' Feedback on MS Team Online Experience

I like how we have **different channels for different seminars**, and that helps to organise the content that would be covered in each session. This would allow me to know what I need to read up on before the lesson, and for you to post materials in advance too.

All the files needed for class can **easily be found on one platform**. Also, MSTeam allows groups to **collaborate** on documents easily (no need for google docs).

My group uses MS Teams for all of our **collaborative** work, which makes it much **easier to access documents** when required. We also use Microsoft Teams for any of our **video call discussions**, which is a lot more convenient as compared to Zoom (do not have to create a new meeting, share invite link etc.)

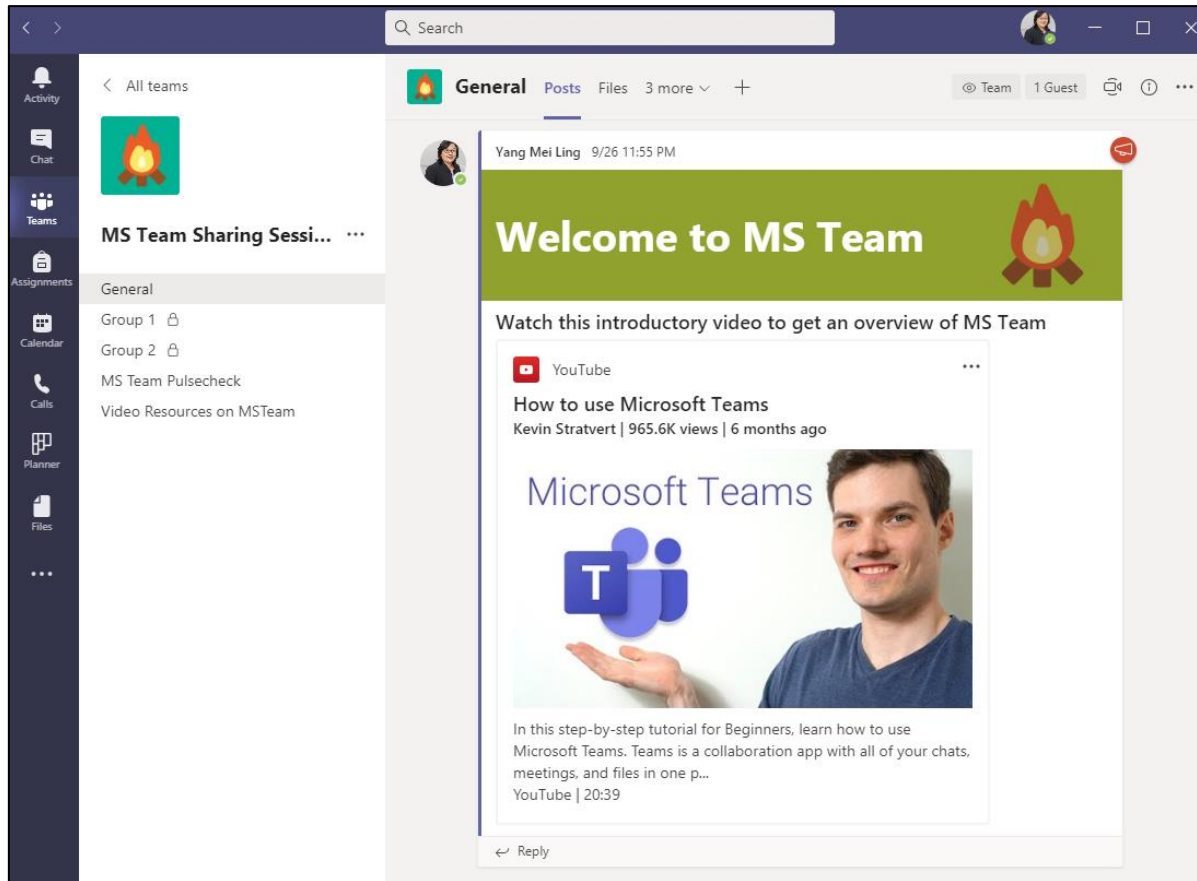
The ease of having both the course content, updates and online lessons **all in one place**.

I like how we are able to **express some of our viewpoints by posting/creating threads/commenting on posts** posted by our peers. I feel that we might not have opportunities to hear the viewpoints that everyone has in class so I value the **opportunity to contribute my opinions on MS Team**.

It is interesting to find folders and documents in MS Teams, which can be a better platform as compared to Zoom.

I find the sourcing of materials for each week easy as it would be under the respective week folder.





**Pre-course  
MS Team Briefing  
& Orientation  
(late June)**



# Course Outline



Nanyang Business School

## 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.





# Course Outline

## 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:

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





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# Q & A







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# Welcome to NTU-UIC Summer Programme 2020



