

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC3104
Subject Title	Professional English for ITC Students
Credit Value	2
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject aims to develop the English language skills required by ITC students to communicate effectively in their future professional careers.
Intended Learning Outcomes	<p>By the end of the subject, students should be able to communicate effectively in workplace contexts through</p> <ol style="list-style-type: none"> writing fashion trend reports, writing internal and external workplace correspondence, and presenting ideas actively in meetings. <p>To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, and provide support for stance and opinion.</p>
Subject Synopsis/ Indicative Syllabus	<p>The content is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <ol style="list-style-type: none"> Written communication in the workplace Writing reports, persuasive emails and letters; selecting and using relevant content; applying relevant theories and language of persuasion; organising ideas and information; maintaining appropriate tone, distance and level of formality; achieving coherence and cohesion; adopting an appropriate style, format, structure and layout. Spoken communication in the workplace Practising the specific oral skills required in negotiations and conversations with clients in professional contexts, as well as increasing students' repertoire of textiles-related vocabulary, e.g. words describing patterns, colours, clothing and expressions related to textile technology and manufacturing processes. Language appropriacy Using context-sensitive language in spoken and written English. Language development Improving and extending relevant features of students' grammar, vocabulary and pronunciation.
Teaching/Learning Methodology	The subject is designed to introduce students to the communication skills, both oral and written, that they may be expected to need to function effectively in their future professions. These skills will be necessary for successful employment in any

organisation where internal and/or external communication is conducted in English.

The study method is primarily seminar-based. Activities include teacher input as well as individual and group work involving drafting and evaluating texts, mini-presentations, discussions and simulations. Students will be referred to information on the Internet and the ELC's Centre for Independent Language Learning.

Learning materials developed by the English Language Centre are used throughout this course. Additional reference materials will be recommended as required.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c			
1a. Writing a summary of trends	20%	✓					
1b. Writing a promotional letter or email to a client	40%		✓				
2. Professional meeting with prospective clients or event organisers	40%			✓			
Total	100 %						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

This subject adopts the method of 100% continuous assessment. Students' oral and writing skills are evaluated through assessment tasks related to the learning outcome areas. Students are assessed on the accuracy and the appropriacy of the language used in fulfilling the assessment tasks, as well as the selection and organisation of ideas.

Student Study Effort Required

Class contact:	
▪ Seminars	26 Hrs.
Other student study effort:	
▪ Classwork-related, assessment-related, and self-access work	52 Hrs.
Total student study effort	78 Hrs.

**Reading List and
References**

Recommended readings

Ashley, A. (1992). *A handbook of commercial correspondence* (2nd ed.). Oxford: Oxford University Press.

Campbell, K. K & Huxman S. S. (2009). *The rhetorical act: Thinking, speaking, and writing critically* (4th ed.). Belmont, CA: Wadsworth Thomson Learning.

Courtaulds vocabulary of textile terms. (2nd ed.). (1972). London: Courtaulds.

DK Illustrated Oxford Dictionary. (2003). London: DK Pub.

Billingham, J. (2003). *Giving presentations.* Oxford: Oxford University Press.

Guffey, M. E. (2010). *Essentials of business communication* (8th ed.). Mason, OH: South-Western Cengage Learning.

Huckin, T. & Olsen, L. (1991). *Technical writing and professional communication for nonnative speakers of English* (2nd ed.). New York: McGraw Hill.

Murphy, H. A., Hilderbrandt, H. W. & Thomas, J. P. (1997). *Effective business communications* (7th ed.). New York: McGraw-Hill, Inc.

Rein, D. P. (1982). *The language of advertising and merchandising in English.* New York: Regents.