

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	ELC3521
<b>Subject Title</b>	Professional Communication in English
<b>Credit Value</b>	2
<b>Level</b>	3
<b>Pre-requisite / Co-requisite</b>	English LCR subjects
<b>Objectives</b>	This subject aims to develop the language competence for professional communication in English required by students to communicate effectively with various parties and stakeholders in regard to engineering-related project proposals.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, and in relation to effective communication with a variety of intended readers/audiences in English, students will be able to: <ol style="list-style-type: none"><li>plan, organise and produce professionally acceptable project proposals with appropriate text structures and language for different intended readers</li><li>plan, organise and deliver effective project-related oral presentations with appropriate interactive strategies and language for different intended audiences</li><li>adjust the style of expression and interactive strategies in writing and speaking in accordance with different intended readers/audiences</li></ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"><li>Project proposals in English<ul style="list-style-type: none"><li>Planning and organising project proposals</li><li>Explaining the background, rationale, objectives, scope and significance of a project</li><li>Referring to the literature to substantiate project proposals</li><li>Describing the methods of study</li><li>Describing and discussing project results, including anticipated results and results of pilot study</li><li>Presenting the budget, schedule and/or method of evaluation</li><li>Writing executive summaries/abstracts</li></ul></li><li>Oral presentations of projects in English<ul style="list-style-type: none"><li>Selecting content for audience-focused presentations</li><li>Choosing language and style appropriate to the intended audience</li><li>Using appropriate transitions and maintaining coherence in team presentations</li><li>Using effective verbal and non-verbal interactive strategies</li></ul></li></ol>
<b>Teaching/Learning Methodology</b>	<u>Learning and teaching approach</u>  The subject is designed to develop the English language skills, both oral and written, that students need to use to communicate effectively and professionally with a variety of stakeholders of engineering-related projects. It builds upon the language and communication skills covered in GUR language training subjects.

The study approach is primarily seminar-based. Seminar activities include instructor input as well as individual and group work, involving drafting and evaluating texts, mini-presentations, discussions and simulations.

The learning and teaching activities in the subject will focus on a course-long project which will engage students in proposing and reporting on an engineering-related project to different intended readers/audiences. During the course, students will be involved in:

- planning and researching the project
- writing project-related documents such as project proposals
- giving oral presentations to intended stakeholders of the project

**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			
1. Project proposal in English	60%	✓		✓			
2. Oral presentation of project proposal in English	40%		✓	✓			
Total	100 %						

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

The assessments will arise from a course-long engineering-related project.

- Students will be assessed on written documents and oral presentations targeted at different intended readers/audiences. This facilitates assessment of students' ability to select content and use language and style appropriate to the purposes and intended readers/audiences.
- Students will collaborate in groups in planning, researching, discussing and giving oral presentations on the project. The written proposals will be individual work to ensure that students will be rigorously engaged in the application of language skills for the entire document.

Assessment type	Intended readers/audience	Timing
Written project proposal - a proposal of 1200-1500 words to be written individually	Mainly engineering experts	Week 8
Oral presentation of project proposal - a speech of around 30 minutes to be delivered in teams of 4 - simulating a presentation of the final proposal	Mainly non-experts	Weeks 12-13

**Student Study Effort Expected**

Class contact:	
• Seminars	26 Hrs.

	Other student study effort:	
	<ul style="list-style-type: none"> <li>• Researching, planning and writing the project</li> <li>• Rehearsing the presentation</li> </ul>	52 Hrs.
	Total student study effort:	78 Hrs.
<b>Reading List and References</b>	<ol style="list-style-type: none"> <li>1. D.F. Beer, (Ed.), <i>Writing and speaking in the technology professions: A practical guide</i>, 2<sup>nd</sup> ed., Hoboken, NJ: Wiley, 2003.</li> <li>2. R. Johnson-Sheehan, <i>Writing proposals</i>, 2<sup>nd</sup> ed., New York: Pearson/Longman, 2008.</li> <li>3. S. Kuiper, <i>Contemporary business report writing</i>, 3<sup>rd</sup> ed., Cincinnati, OH: Thomson/South-Western, 2007.</li> <li>4. M.S. Lawrence, <i>Writing as a thinking process: Teacher's manual</i>. Ann Arbor, Mich: University of Michigan Press, 1975.</li> <li>5. D.C. Reep, <i>Technical writing: Principles, strategies and readings</i>, 6<sup>th</sup> ed., Pearson, Longman, 2006.</li> </ol>	