The Hong Kong Polytechnic University
Subject Description Form

Subject Code	ELC3524
Subject Title	Professional Communication for Computing Students
Credit Value	2
Level	3
Pre-requisite	LCR English subjects
Objectives	This subject aims to develop the English language skills required by students to communicate effectively in professional contexts.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. plan, organise and produce logically-developed and convincing project proposals; and b. plan, organise and deliver effective project-related oral presentations with appropriate interactive strategies and language for different intended audiences To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, present ideas systematically and logically, and provide support for stance and opinion.
Subject Synopsis/ Indicative Syllabus	This content is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students. 1. **Project proposals** • selecting and organising relevant content • referring to source information for support • applying appropriate paraphrasing, summarising and referencing skills; maintaining cohesion and coherence; • referring to visuals and numerical data; • achieving appropriate tone and style; • using appropriate format; • improving editing and proofreading skills. 2. **Oral presentation of project proposal in English** • selecting content for an audience-focused presentation • choosing language and style appropriate to the intended audience • using appropriate transitions and maintaining coherence • using effective verbal and non-verbal interactive strategies
Teaching/Learning Methodology	The subject is designed to introduce students to the communication skills, both oral and written, that they may 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 and discussions. 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				
1. Project proposal in English	40%	✓					
2. Oral presentation of project proposal in English	50%		✓				
3. Participation	10%	✓	✓				
Total	100%						

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

The assessments will arise from a course-long computing-related project. Students will plan, research, discuss and give oral presentations on the project. They 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 also be evaluated on their preparedness for class and classroom interaction.

Assessment type	Intended readers/audience	Timing
1. Project proposal in English Each team writes a proposal of around 2500 words.	Experts	Week 8
2. Oral presentation of project proposal in English Each student delivers a speech (6 minutes and 2 minutes Q&A), highlighting the impact of the final proposal.	Non-experts	Weeks 12-13

	Student Study Effort Required		

Class contact:	
▪ Seminars	26 Hrs.
Other student study effort:	

	▪ Classwork-related and project-related preparation and self-access work	52 Hrs.
	Total student study effort	78 Hrs.
Reading List and References	Barker, T. T. (2005). *Writing software documentation: A task-oriented approach* (2nd ed.). New York, NY: Longman. Bradbury, A. (2010). Successful presentation skills (4th ed.). London, Kogan Page. Coughter, P. (2012). *The art of the pitch: persuasion and presentation skills that win business.* New York : Palgrave Macmillan. Dawson, C. W. (2000). *The essence of computing projects: A student's guide*. New York, NY: Prentice Hall. Johnson-Sheehan, R. (2008). *Writing proposals* (2nd ed.). New York, NY: Pearson/Longman. Houp, K. W., Pearsall, T. E., Tebeaux, E. & Dragga, S. (2006). *Reporting technical information* (11th ed.). New York, NY: Oxford University Press. Northey, M. & Jewinski, J. (2007). *Making sense: A student's guide to research and writing: engineering and the technical sciences* (2nd ed.). Don Mills, ON: Oxford University Press. Reep, D. C. (2006). *Technical writing: Principles, strategies and readings* (6th ed.). New York, NY: Pearson/Longman.	