The Hong Kong Polytechnic University
Subject Description Form

Subject Code	ELC3531
Subject Title	Professional Communication in English for Engineering Students
Credit Value	2
Level	3
Pre-requisite / Co-requisite	English LCR subjects
Objectives	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.
Intended Learning Outcomes	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: a. plan, organise and produce professionally acceptable project proposals with appropriate text structures and language for different intended readers b. plan, organise and deliver effective project-related oral presentations with appropriate interactive strategies and language for different intended audiences c. adjust the style of expression and interactive strategies in writing and speaking in accordance with different intended readers/audiences
Subject Synopsis / Indicative Syllabus	1. Project proposal in English - Planning and organising a project proposal - Explaining the background, rationale, objectives, scope and significance of a project - Referring to the current situation or existing literature to substantiate a project proposal - Describing the methods of study - Describing and discussing anticipated project results and (if applicable) results of a pilot study - Presenting the budget, schedule and (if applicable) method of evaluation - Writing an executive summary 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 in a team presentation - Using effective verbal and non-verbal interactive strategies
Teaching/Learning Methodology	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	40%	✓		✓			
2. Oral presentation of project proposal in English	60%		✓	✓			
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 collaborate in groups in planning, researching, discussing and giving 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.

Assessment type	Intended readers/audience	Timing
1. Project proposal in English Each team writes a proposal of 2000-2500 words; and each member writes a report of 200-250 words explaining his/her contribution to the project	Mainly engineering experts	Week 8
2. Oral presentation of project proposal in English Each team delivers a speech (30 minutes for a team of four), 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:	
	Researching, planning and writing the project Rehearsing the presentation	52 Hrs.
	Total student study effort:	78 Hrs.
Reading List and References	1. D. F. Beer, Ed., *Writing and Speaking in the Technology Professions: A practical guide*, 2nd ed. Hoboken, NJ: Wiley, 2003. 2. R. Johnson-Sheehan, *Writing Proposals,* 2nd ed. New York: Pearson/Longman, 2008. 3. S. Kuiper, *Contemporary Business Report Writing*, 4th ed. Mason, OH: South-Western, 2009. 4. M. H. Markel, *Practical Strategies for Technical Communication*. New York: Bedford/St. Martin's, 2016. 5. D. C. Reep, *Technical Writing: Principles, strategies, and readings*, 8th ed. Boston: Pearson/Longman, 2011. 6. E. D. Zanders and L. Macleod, *Presentation Skills for Scientists: A practical guide*, 2nd ed. Cambridge: Cambridge University Press, 2018.	