

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC3628
Subject Title	Professional English for Applied Ageing Studies and Service Management Students
Credit Value	2
Level	3
Pre-requisite / Co-requisite/ Exclusion	LCR or equivalent
Objectives	This subject aims to develop the English language skills required by students to communicate effectively in their future professional careers.
Intended Learning Outcomes	<p>Upon successful completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. write appropriate and effective workplace correspondence b. summarize information clearly and appropriately c. plan, organize and produce effective promotional literature d. promote products or services for the elderly effectively and persuasively in oral presentations <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 weighting accorded to each, will be based on the specific needs of the students.</p> <ol style="list-style-type: none"> 1. Workplace writing Writing emails, letters and notices/promotional material by selecting and using relevant content; organizing ideas and information; maintaining appropriate tone, distance and level of formality; achieving coherence and cohesion; adopting an appropriate style, format, structure and layout. 2. Summaries Summarizing events or activities using an appropriate amount of detail; choosing content, language and style appropriate to the intended audience. 3. Presentations Selecting content for audience-focused presentations; choosing content, language and style appropriate to the intended audience; using effective verbal and non-verbal interactive strategies. 4. Language appropriacy Using context-sensitive language in spoken and written English.

	<p>5. Language development</p> <p>Improving and extending relevant features of grammar, vocabulary and pronunciation.</p>																																						
<p>Teaching/Learning Methodology</p>	<p>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.</p> <p>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.</p> <p>Learning materials developed by the English Language Centre are used throughout this course. Additional reference materials will be recommended as required.</p>																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="496 878 1445 1361"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>1. Workplace writing</td> <td>30%</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Press release – promoting a product or service for the elderly</td> <td>35%</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Presentation - summarizing/ recommending workplace practice</td> <td>35%</td> <td></td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></td> </tr> </tbody> </table>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed				a	b	c	d	1. Workplace writing	30%	✓				2. Press release – promoting a product or service for the elderly	35%		✓	✓		3. Presentation - summarizing/ recommending workplace practice	35%		✓		✓	Total	100 %				
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<p>Student Study Effort Expected</p>	<p>Class contact:</p>																																						
	<ul style="list-style-type: none"> ▪ Lessons 		<p>26 hrs.</p>																																				
	<p>Other student study effort:</p>																																						
	<ul style="list-style-type: none"> ▪ Self-study and Class preparation 		<p>52 hrs.</p>																																				
	<p>Total student study effort</p>		<p>78 hrs.</p>																																				

**Reading List and
References**

References

- Billow, G. T. (2004), *Business Writing for Hong Kong*, 3rd ed, Hong Kong: Longman.
- Brieger, N. & Sweeney, S. (2000). *The language of business English: Grammar & functions*. Harlow, Essex: Pearson Education Ltd.
- Comfort, J. (2001). *Effective presentations*. Oxford: Cornelsen & Oxford University Press.
- Holt, R., Grigor, D. and Sampson, N. (2004), *Email: International Business Correspondence for all Occasions*. Hong Kong: Macmillan.
- Krizan, A. C., Merrier, P., Logan, J. & Williams, K. (2008). *Business communication* (7th ed.). Cincinnati, OH: South-Western Thomas Learning.
- Lindsell-Roberts, S. (2004). *Strategic business letters and e-mail*. Boston: Houghton Mifflin.
- Mascull, B. (2004), *Business Vocabulary in Use. Advanced*, Cambridge: Cambridge University Press.
- Mascull, B. (2002), *Business Vocabulary in Use. Intermediate*, Cambridge: Cambridge University Press.
- McCarthy, M. (2009), *Grammar for Business*. Cambridge: Cambridge University Press.
- O'Quinn, K. (2006). *Perfect phrases for business letters: Hundreds of ready-to-use phrases for writing effective business letters, memos, e-mail, and more*. New York: McGraw-Hill.

Online Resources

General

BBC Learning English:

<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/>

Presentations

Presentation Magazine: www.presentationmagazine.com/

ELC

<http://elc.polyu.edu.hk/cill/presentations>

Professional writing:

Plain English Campaign: www.plainenglish.co.uk