

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	ELC3721
<b>Subject Title</b>	English Communication for Hospitality and Tourism Management
<b>Credit Value</b>	2
<b>Level</b>	3
<b>Pre-requisite</b>	LCR English subjects
<b>Objectives</b>	This subject aims to develop the English language and communication skills required by students to communicate effectively in their future careers.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"><li>adjust the style of expression and interactive strategies in writing and speaking in accordance with different intended readers/audiences</li><li>organise and write effective workplace correspondence;</li><li>interact professionally in a job interview;</li></ol> <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>
<b>Subject Synopsis/ Indicative Syllabus</b>	<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"><li><b>Workplace correspondence</b> Writing workplace emails and letters by selecting and using relevant content; organising ideas and information; maintaining appropriate tone, distance and level of formality; achieving coherence and cohesion; adopting an appropriate style, format, structure and layout.</li><li><b>Job interviews</b> Practising the specific verbal and non-verbal skills required in communicating with potential employers in job interviews.</li><li><b>Language appropriacy</b> Using context-sensitive language in spoken and written English.</li><li><b>Language development</b> Improving and extending relevant features of grammar, vocabulary and pronunciation.</li></ol>
<b>Teaching/Learning Methodology</b>	The subject is designed to introduce students to the written communication skills that they may need to function effectively in their future professions.

	<p>The study method is primarily seminar-based. Activities include teacher input and project 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><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1" data-bbox="534 533 1437 936"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="3">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> </tr> </thead> <tbody> <tr> <td>1. Email and letter writing</td> <td>60%</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Job interview</td> <td>40%</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>This subject adopts the method of 100% continuous assessment. Students' oral and writing skills are evaluated through assessment tasks related to the learning outcomes. 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.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			a	b	c	1. Email and letter writing	60%	✓	✓		2. Job interview	40%	✓		✓	Total	100 %			
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																										
		a	b	c																								
1. Email and letter writing	60%	✓	✓																									
2. Job interview	40%	✓		✓																								
Total	100 %																											
<p><b>Student Study Effort Required</b></p>	Class contact:																											
	<ul style="list-style-type: none"> <li>▪ Seminars</li> </ul>		26 Hrs.																									
	Other student study effort:																											
	<ul style="list-style-type: none"> <li>▪ Classwork-related and project-related preparation and self-access work</li> </ul>		52 Hrs.																									
	Total student study effort		78 Hrs.																									
<p><b>Reading List and References</b></p>	<p><b>Coursebook</b></p> <p>Course materials prepared by the English Language Centre</p> <p><b>Recommended readings</b></p> <p>Bilbow, G. T. (2004). <i>Business writing for Hong Kong</i> (3rd ed.). Hong Kong: Longman.</p> <p>Block, J. A. &amp; Betrus, M. (2004). <i>Great answers! Great questions! For your job interview</i>. New York: McGraw-Hill.</p>																											

	<p>Brieger, N. &amp; Sweeney, S. (2000). <i>The language of business English: Grammar &amp; functions</i>. Harlow, Essex: Pearson Education Ltd.</p> <p>Krizan, A. C., Merrier, P., Logan, J. &amp; Williams, K. (2008). <i>Business communication</i> (7th ed.). Cincinnati, OH: South-Western Thomas Learning.</p> <p>Lindsell-Roberts, S. (2004). <i>Strategic business letters and e-mail</i>. Boston: Houghton Mifflin.</p> <p>O'Quinn, K. (2006). <i>Perfect phrases for business letters: Hundreds of ready-to-use phrases for writing effective business letters, memos, e-mail, and more</i>. New York: McGraw-Hill.</p> <p>Potter, J. (1992). <i>Common business English errors in Hong Kong</i>. Hong Kong: Longman.</p> <p>Van der Wagen, L. (1997). <i>Communication in tourism and hospitality: Meeting the world in the workplace</i>. Elsternwick, Victoria: Hospitality Press.</p> <p>White, A. (2003). <i>Interview styles and strategies</i>. Mason, OH: South-Western College Publication / Thomson Learning.</p>
--	---

April 2017