

City University of Hong Kong

**Information on a Course
offered by Department of English
with effect from Semester A in 2009 / 2010**

This form is for completion by the Course Co-ordinator/Examiner. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the Explanatory Notes attached to this Form on the various items of information required.

Part I

Course Title: Technical Communication

Course Code: EN3241

Course Duration: One semester

Credit Units: 3

Level: B3

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* : Nil

Precursors: *(Course Code and Title)* : Nil

Equivalent Courses: *(Course Code and Title)* : Nil

Exclusive Courses: *(Course Code and Title)* : Nil

Part II

1. Course Aims:

This course aims to introduce students to professional writing and instruct them in techniques to use when orally presenting data in professional contexts. The course helps students to develop and improve their technical writing skills and their oral presentation skills related to the building and construction industry.

2. Course Intended Learning Outcomes (CILOs)

(state what the student is expected to be able to do at the end of the course according to a given standard of performance)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Identify the structure and language characteristics in professional writing and apply them to an in-class mid-term quiz.	3.5
2.	Identify the structure and language characteristics of a formal trip report and apply them to the writing of a formal report.	3.5
3.	Plan and present an oral presentation (making effective use of A/V aids and demonstrating appropriate presentation techniques) and discuss the proposal.	3

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

ILO No	TLAs	Hours/week (if applicable)
CILO 1	<i>In class quiz</i> Students have to apply the identified structure and language requirements of professional writing in various tasks presented as an in-class quiz.	6 weeks
CILO 2	<i>Writing a Formal Trip Report</i> Each group of 3-5 students has to apply the identified structure and language requirements of a standard formal report to the writing of a formal trip report to describe and analyze a shopping centre in Hong Kong. They must also offer suggestions for improving the shopping centre based on their investigations.	5 weeks
CILO 3	<i>Giving a Group Oral Presentation</i> Each group plans and gives a presentation based on the findings and solutions discovered in their investigations on noise problems.	4 weeks

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

ILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
CILO 1	<i>In-class quiz about aspects of professional writing for Building & Construction.</i>	35%	
CILO 2	<i>Coursework: Write a Formal Report</i> The completeness & accuracy of the content, coherence in organization & format, accuracy in language and appropriateness of the style & tone of the formal trip report are assessed	35%	

CILO 3	<i>Coursework: Give a Group Oral Presentation</i> The clarity of the oral presentation and appropriateness in the use of verbal delivery skills, non-verbal delivery skills, language and quality of A/V aids are assessed.	30%	
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5. Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations (Attachment) and to the Explanatory Notes.

Grading pattern: Standard (A+, A, A-, ..., F).

Grading is based on student performance in assessment tasks/activities.

In-class test

Grade	Test Score	Comment
A+, A, A-	80-100	<i>Aspects of good professional writing as identified and demonstrated accurately</i>
B+, B, B-	65-79	<i>Aspects of good professional writing are mostly identified and somewhat demonstrated</i>
C+, C, C-	50-64	<i>Some aspects of good professional writing are identified and somewhat demonstrated</i>
D	40-49	<i>Few aspects of good professional writing are identified and there is little demonstration that the writer can produce such writing</i>
F	<40	<i>Most questions left unanswered. Little or no demonstration of knowledge about professional writing.</i>

Formal Trip Report

Grades	Content (45%)	Visuals (10%)	Language (35%)	Organization + Format (10%)
A+, A, A-	All information is accurate, explained, & analyzed. Sufficient evidence is provided to support claims	Visuals are always accurate, appropriate, useful, labeled and numbered.	Very minimal language errors, with good, complex grammar. Meaning is clear and tone is appropriate.	Report is organized correctly in the right order. Readability is very effective.
B+, B, B-	Information is mostly accurate, explained, and analyzed. Evidence is mostly provided to support claims	Visuals are mostly accurate, appropriate and useful, labeled and numbered.	Language errors are occasional and minor. Meaning is mostly not obstructed, and tone is mostly appropriate.	Report is organized mostly correctly, with one or two sections not ordered correctly. Readability is quite effective.
C+, C, C-	Information is	Visuals are	Consistent	Report is not

	somewhat accurate, explained, and analyzed. Some evidence is provided to support claims	average, and are not consistently labeled and numbered.	language errors. Meaning sometimes obstructed, and tone is not always appropriate	organized correctly, with three or four sections incorrectly ordered. Readability is somewhat effective.
D	Information is frequently inaccurate, unclear, and poorly analyzed. Little evidence is provided to support claims	Visuals are inaccurate, inappropriate, unhelpful, and are not labeled and numbered.	Frequent language errors. Meaning is obstructed, and tone is also inappropriate	Report is not organized correctly, with four or more sections incorrectly ordered. Readability is rarely effective.
F	Information is either plagiarized, completely inaccurate, unexplained or unanalyzed. No evidence is provided to support claims	Visuals are completely missing	Language is very inaccurate. Meaning is completely obstructed, and tone is totally inappropriate	Report is haphazardly organized with no notion of order of sections. Readability is extremely poor.

Oral Presentation of Formal Report

Grades	Delivery (30%)	Visuals (10%)	Language (30%)	Structure (25%)	Teamwork (5%)
A+, A, A-	Presentation is excellently delivered with proper pace, eye contact, posture and gestures without reading from script. Captures attention successfully	Visuals are always accurate, appropriate, useful, font is large enough to read.	Very minimal language errors, with good, complex grammar. Meaning is clear and tone is appropriate.	Preview and summary are clearly given. Information is correctly structured	Division of sections is very appropriate. Excellent flow between speakers.
B+, B, B-	Presentation is mostly delivered with proper pace, eye contact,	Visuals are mostly accurate, appropriate and useful,	Language errors are occasional and minor. Meaning is	Preview and summary is given, but not always clear. Information is	Division of section is suitable. Good flow between

	posture and gestures, and refers to script occasionally. Captures attention with moderate success	font mostly large enough to read.	mostly not obstructed, and tone is mostly appropriate.	mostly correctly structured	speakers
C+, C, C-	Presentation is delivered tentatively with inappropriate pace, eye contact, posture and gestures, and reads from script. Captures attention occasionally	Visuals are average, and font size is not consistently large enough to read.	Consistent language errors. Meaning sometimes obstructed, and tone is not always appropriate	Preview or summary is lacking, or is unclear. Information is somewhat correctly structured	Division of section is not always appropriate. Average flow between speakers
D	Presentation is delivered quite tentatively with inappropriate pace, eye contact, posture and gestures, and reads from script frequently. Rarely captures attention	Visuals are inaccurate, inappropriate, unhelpful, and font size is small.	Frequent language errors. Meaning is obstructed, and tone is also inappropriate	Preview and summary is missing. Information is incorrectly structured	Division of section is largely inappropriate. Poor flow between speakers
F	Presentation is delivered poorly with lack of pace, eye contact, posture and gestures, and relies completely reading from script. Does not	Visuals are completely missing, and font size is too small.	Language is very inaccurate. Meaning is completely obstructed, and tone is totally inappropriate	There is no structure to the presentation	Division of section is completely unfair or inappropriate. Extremely poor flow between speakers

	capture attention at all				
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Part III

Keyword Syllabus:

Professional writing: style, language, summarising. Trip Report: format, content and language of trip reports. Oral Presentation: planning a presentation as a team, oral persuasion, asking and answering questions

Recommended Reading:

Text(s):

Blicq, Ron S., 1999, *Technically Write!* (5th ed), New Jersey: Prentice Hall.

Guffey, Mary E., 2004, *Essentials of Business Communication* (6th ed), International Thomson Publishing.

Borowick, Jerome N., 2002, *Technical Communication and its Applications* (2nd ed), New Jersey: Prentice-Hall, Inc.

Online Resources:

Student manual prepared by EN Department Staff.

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Date: 11 May 2009