

**City University of Hong Kong
Course Syllabus**

**offered by Department of English
with effect from Semester A 2016 / 17**

Part I Course Overview

Management Communication in English

Course Title:

EN4512

Course Code:

1 semester

Course Duration:

3

Credit Units:

B4

Level:

Arts and Humanities

Study of Societies, Social and Business Organisations

Science and Technology

Proposed Area:
(for GE courses only)

English

Medium of Instruction:

English

Medium of Assessment:

Nil

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)

Part II Course Details

1. Abstract

This course aims to give students an understanding of the range of issues involved in managing organizational communications, in both internal and external forms. Students will discover and analyse practical and ideological concerns of entrepreneurs and new businesses, and identify the role that communication plays in business innovation. These concerns include writing a business plan that attracts investors, creating a consistent image to represent the company, and regulating the flow of communication both within the company and to the wider community.

In this course, students will discover the communication challenges of new business managers or entrepreneurs in a globalised and competitive economy. Through the analysis of case studies of successful start-ups that became leaders in their field, students will study communication principles and practices as a key component to discovery and innovation in business.

2. Course Intended Learning Outcomes (CILOs)

(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.)

No.	CILOs	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Understand the principles underlying the evaluation of communication in organisations		X	X	X
2.	Discover the forces that contribute to successful and unsuccessful organisational communication		X	X	X
3.	Critically analyze issues in organisational communications management		X	X	X
4.	Evaluate appropriate means for implementing and promoting the use of communication policies as solutions to organisational communications problems		X	X	X
5.	Apply the persuasive devices and argumentation strategies used by professional persuaders in a range of contexts for a variety of purposes		X	X	X
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5		
Lectures	Lectures will introduce students to the main concepts underlying the principles of communication management throughout the semester.	✓	✓	✓				Throughout the semester
Problem based learning activities	A series of in-class, group-based and group-led short tutorial exercises throughout the semester will enable students to apply the theories and concepts relating to communication management concepts and skills as covered in the lectures and prescribed readings. The interactive tutorial sessions will enable students to discuss these concepts innovatively and to practice their communications management skills.			✓	✓	✓		Throughout the semester
Case methodology in action activities	Students will be asked to apply relevant communications management theories and models to identify communications management issues and challenges in a variety of case based examples with guided questions and to explicate their solution using a range of methodologies covered in lectures, readings and practised in tutorial sessions		✓	✓	✓	✓		Weeks 1-5
Group Case Studies	Students working in small groups to a maximum of four per group will be required each week to apply and present selected communication management theories they have learned in the course to solve a series of communications management problems in case format		✓		✓	✓		Weeks 6-13✓

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5			
Continuous Assessment: 100 %								
Group Company Profile			✓	✓	✓		30%	Students working in small groups will interview a representative from an entrepreneurial company, analyse the company's communications management and evaluate the company's effectiveness in relation to its mission
Business Plan	✓	✓	✓	✓	✓		20%	Individual students will write a plan on an innovative new business that they intend to start-up, positioning it in the market
Comparative Essay	✓		✓	✓	✓		30%	Individual students will compare three companies in the same industry considering how their organizational strategies reflect their mission
In-class test	✓	✓	✓	✓	✓		20%	The test will cover the main topics covered in the course, and will assess students' conceptual grasp of challenges and opportunities in entrepreneurship.
Examination: _____% (duration: _____, if applicable)								
* The weightings should add up to 100%.							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Group Project	CILOs 3-5	The case project was extremely well organised and argued. Content was fully comprehensive and identified the relevant aspects of the principles of communications management syllabus to highlight and solve the communications management issue. Excellent grasp of subject matter. Excellent quality of written English.	The project was well organised and argued. Content was comprehensive covering most of the relevant aspects principles of communications management syllabus to highlight and solve the communications management problem. Good grasp of subject matter. Good quality of written English	The project was adequately organised and argued. Content was adequate covering some relevant aspects of the principles of communications management syllabus to highlight and solve the communications management issues. Fair grasp of subject matter. Fair quality of written English	The project was poorly organised but sufficient. Content was sufficient covering only a few relevant aspects of the principles of communications management syllabus to highlight and solve the communications management issue. Low grasp of subject matter. Low quality of written English.	The project was badly organised and inadequate for task. Content was very poor covering none of the relevant aspects of the principles of communications management syllabus to highlight and solve the communications management issue. Unacceptable quality of written English.

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Business Plan	CILOs 1-5	The plan was extremely well presented and very well argued, with excellent synthesis of claim and supporting evidence drawn from critical reflection. Excellent ability to identify and apply relevant theory to practice. Excellent evidence of extensive subject knowledge. Excellent quality of written English.	The plan was well presented and well argued, with good synthesis of claim and supporting evidence drawn from critical reflection. Good ability to identify and apply relevant theory to practice. Good evidence of subject knowledge. Good quality of written English	The plan was reasonably well presented and fairly well argued, with reasonable synthesis of claim and supporting evidence drawn from critical reflection. Adequate ability to identify and apply relevant theory to practice. Some evidence of subject knowledge. Adequate quality of written English	The plan was poorly presented and inadequately argued, with not much evidence of application of theory, very little synthesis of claim and little supporting evidence drawn from critical reflection. Poor ability to identify and apply relevant theory to practice. Poor evidence of subject knowledge. Poor quality of written English	The plan was badly presented and badly argued, with no evidence of application of theory, no synthesis of claim and no supporting evidence drawn from critical reflection. No ability to identify and apply relevant theory to practice. No evidence of subject knowledge. Unacceptable quality of written English.

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Comparative Essay	CILOs 1, 3-5	The essay was extremely well presented and very well argued, with excellent evidence of application of theory to solve communication management problems, excellent synthesis of claim and supporting evidence drawn	The essay was well presented and well argued, with evidence of application of theory to solve communication management problems, good synthesis of claim and supporting evidence drawn from critical reflection. Good	The essay was reasonably well presented and fairly well argued, with reasonable evidence of application of theory to solve communication management problems, reasonable synthesis of claim and supporting evidence drawn from critical	The essay was poorly presented and inadequately argued, with not much evidence of application of theory to solve communication management problems, very little synthesis of claim and little supporting evidence drawn from critical reflection. Poor	The essay was badly presented and badly argued, with no evidence of application of theory to solve communication management problems, no synthesis of claim and no supporting evidence drawn from critical reflection. No ability to identify and apply

		from critical reflection. Excellent ability to identify and apply relevant theory to practice. Excellent evidence of extensive subject knowledge. Excellent quality of written English.	ability to identify and apply relevant theory to practice. Good evidence of subject knowledge. Good quality of written English	reflection. Adequate ability to identify and apply relevant theory to practice. Some evidence of subject knowledge. Adequate quality of written English	ability to identify and apply relevant theory to practice. Poor evidence of subject knowledge. Poor quality of written English.	relevant theory to practice. No evidence of subject knowledge. Unacceptable quality of written English.
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Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Test	CILOs 1-5	Demonstrates excellent understanding of the subject matter.	Demonstrates good understanding of the subject matter overall	Demonstrates adequate understanding of the main issues although weak on some points and issues	Demonstrates limited understanding of the subject matter and can only recall a limited amount of content.	Has not answered enough questions to demonstrate an understanding of the main issues and appears not to have understood the subject matter at all.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Communication management, corporate communications, strategic communications, change communication, leadership communication, communication ethics, listening and feedback, nonverbal communication, intercultural and international communication, managing conflict, communicative performance in business meetings, and media management

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	EN4512 Course Pack
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Argenti, P. 2009. <i>Corporate Communication</i> . New York: McGraw Hill.
2.	Bell, A. H. and Smith, D. M. 2010. <i>Management Communication</i> . New York: John Wiley.
3.	Cornelissen, J. 2010. <i>Corporate Communication: A Guide to Theory and Practice</i> . London: Sage.
4.	Dozier, D. M. Grunig, L. A. and Grunig J. E. 1995. <i>Manager's guide to excellence in public relations and communication management</i> . London: Routledge/
5.	Hattersley, M. E. and McJannet, L. 2007. <i>Management Communication: Principles and Practice</i> . New York: McGraw Hill.
6.	Kawasaki, G. 2004. <i>Art of the start: The time-tested, battle-hardened guide for anyone starting anything</i> . London and New York: Portfolio.
7.	Kawasaki, G. 2011. <i>Enchantment: The art of changing people's hearts, minds and actions</i> . London and New York: Portfolio.
8.	Marsen, S. 2006. <i>Communication Studies</i> . Basingstoke, Palgrave.
9.	O'Hair, D., Friedrich, G. W., Dixon, L. D. 2011. <i>Strategic Communication in Business and the Professions</i> . 7 th edition. New York: Pearson Education.
10.	O'Rourke, J. S. 2009. <i>Management Communication: A Case-Analysis Approach</i> , 4 th edition. New York: Prentice Hall.
11.	Scollon, R. & S. Scollon. 1995. <i>Intercultural communication</i> . Oxford: Blackwell.