

**City University of Hong Kong
Course Syllabus**

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

Part I Course Overview

Case Studies in Corporate Communication

Course Title:

EN4513

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)

EN3525 / English in Corporate and Professional Communication

Precursors:

(Course Code and Title)

EN3526 / Communication Strategies in Business Projects

Nil

Equivalent Courses:

(Course Code and Title)

Nil

Exclusive Courses:

(Course Code and Title)

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to help students gain insight into and improve their understanding of corporate communications and show how companies use communications to implement corporate strategies. To accomplish these goals, students examine important corporate communication areas such as business environment, communication strategies in internal and external communication, and crisis communication. Students will examine a variety of cases and readings that will help them understand how corporate communication relates to general management and strategy in a corporation.

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.	Identify the business environment in which corporate communication takes place.		X	X	X
2.	List the general principles that apply to communicating strategically in corporate contexts.			X	X
3.	Describe corporate communication with external constituencies including corporate advertising, investor relations, and government relations.		X	X	X
4.	Explain corporate communication within organizations including formal and informal channels.		X	X	X
5.	Analyze how corporations can communicate effectively in crisis situations		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	
Lecture	The instructor delivers interactive multimedia lectures that describe the business environment in which corporate communication takes place. Cases such as The Arthur Andersen Case, Carson Containers Case will be used to illustrate.	X	X	X			2 weeks
Lecture	The instructor delivers an interactive multimedia lecture that describes corporate communication with external constituencies including corporate advertising, investor relations, and government relations. The following Exercise and cases are used to illustrate: Corporate Ad Samples; Adolph Coors Company; Steelcase, Inc.; Disney's America Theme Park	X	X	X			4 weeks
Lecture	The instructor delivers an interactive multimedia lecture that explains corporate communication within organizations including formal and informal channels. The Westwood Publishing case is used to illustrate.	X	X		X		2 weeks
Lecture	The instructor delivers an interactive multimedia lectures that analyze how corporations can communicate effectively in crisis situations. The VitaSoy (Hong Kong) and Coca Cola (India) cases are used to illustrate.	X	X			X	3weeks
Seminar discussion and reading analysis	Using relevant concepts and terms, students will analyze and reflect upon an array of corporate communication theory in small group and whole-class settings.	X	X	X	X	X	Throughout the semester
Portfolio Development	Students will reflect on theory learning through the compiling of case analysis writing portfolio that draws upon formative feedback from both their peer-review group and from the instructor.	X	X	X	X	X	Throughout the semester

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 %							
Assignment 1: Portfolio Development Students are required to submit 2-page (500 words) case write-up of the assigned cases in which students analyze issues relating to the theoretical concepts presented in the lectures.	X	X	X	X	X	50%	
Assignment 2: Group presentations of the assigned cases in which student groups lead class discussions.	X	X	X	X	X	35%	
Attendance & Participation. Professional Etiquette Including On-time Attendance, Active Participation, Use of English , Interpersonal Skills/Professionalism, and group project contribution*	X	X	X	X	X	15%	
Examination: ____% (duration: _____, if applicable)							
						100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

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

Assignment 1: Portfolio of Case Analyses (Individual Work) 50%

Description: Students are required to submit 10 entries that document observations of corporate communications and practices. Each entry consists of: (a) Description of the case (250 – 300 words) and (b) Analysis and interpretation of the cases from the theoretical perspectives (250 – 300 words)

Able to identify key issues, make complete operational recommendations, and express viewpoints in coherent and accurate English.

Criteria for Assessment	Parameters/ Brief Description	A+/A/A- (Excellent)	B+/B/B- (very good-good)	C+/C/C- Satisfactory-adequate	D Marginal	F (Failure)
Content & organization	<ul style="list-style-type: none"> ◆ Demonstrates an understanding of corporate communication theories; ◆ Be able to identify key issues, make complete operational recommendations, and express viewpoints in coherent and accurate English. ◆ Portfolio format is correctly and effectively used; ◆ Introduction of each entry is effectively developed; ◆ Conclusion is provided & effectively expressed; ◆ Paragraphs and ideas are very coherently linked. 					
Language	<ul style="list-style-type: none"> ◆ Choice of language appropriate for task; ◆ Grammar is accurate (e.g., use of tenses, parts of speech, etc) ◆ The vocabulary used is very concise, precise, and varied; ◆ Tone appropriate for reader-writer relationship; 					

Overall comments:

Assignment2: Oral Presentation of Case Analysis (15%)

Presentation of the Case Title..... Speaker's Name.....

Criteria for Assessment	Parameters/ Brief Description	A+/A/A- (Excellent)	B+/B/B- (very good-good)	C+/C/C- Satisfactory-adequate	D Marginal	F (Failure)
Content & Organization	<ul style="list-style-type: none"> ◆ Relevant information is included & presented effectively; ◆ Able to present key issues, make complete operational recommendations, and express viewpoints in coherent and accurate English ◆ Spontaneous/enthusiastic delivery; Good delivery (pace, fluency, posture, gestures, eye contact); ◆ Transitions are adequate and effective; ◆ Visuals are appropriate and effective; Time management effective; ◆ Question-and-answer participation; ◆ Clearly identifiable introduction, closely follow outline in the middle, and strong conclusion to reinforce the aim and objectives 					
Language	<ul style="list-style-type: none"> ◆ Language accuracy; ◆ Language shows range; ◆ Pronunciation is clear and comprehensible; ◆ Voice quality is good 					
Teamwork	<ul style="list-style-type: none"> ◆ Teamwork evident e.g. handover and referring back/forward 					

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

1. Keyword Syllabus

(An indication of the key topics of the course.)

Corporate Communications; Case Studies on Corporate Communications; Internal Communication;
External Communication; Crisis Communication; Corporate Business Environment

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.	Paul A. Argenti. Corporate Communication. 6th ed. New York: McGraw Hill, 2013
2.	
3.	
...	

2.2 Additional Readings

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

1.	Jeffrey A. Frieden. (2008). Global Capitalism: Its Fall and Rise in the Twentieth Century. New York: Norton. 8537800678, 9788537800676
2.	Frandsen F., & Johansen, W. (2014). Corporate communication. In V. Bhatia, & S. Bremner (Eds.), <i>The Routledge handbook of professional communication</i> (Chapter 15). New York, NY: Routledge Publishing).
3.	Schultz, M. (2005). A cross-disciplinary perspectives on Corporate Branding. In Schultz, Antorini, Y. M. & Csaba F. Corporate Branding: Purpose, people, process. CBS Press.
...	A variety of international refereed articles will also be required from journals such as <i>Journal of Business and Technical Communication, Journal of Business Communication, Business Communication Quarterly, Technical Communication Quarterly, Management Communication Quarterly, Management Science, and Harvard Business Review.</i>