Form 2B

City University of Hong Kong

Information on a Course
offered by Department of English
with effect from Semester A in 2012/2013

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: Creative Professions Internship

Course Code: EN4571

Course Duration: Summer semester from June to August, for the duration of 10 weeks minimum

Credit Units: 3

Level: B4

Medium of instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

1. Course Aims:

The Creative Internship course is designed to enhance and enrich students' educational experience by integrating the academic component of the course with the practical experience gained at the internship site. While students are earning THREE credits for participating, they also enter into a contract with the Department and the host organization to complete the internship program in full and as agreed at the start of the course. The course aims are:

1. Learn about the functions of the creative industry based organization with which you are affiliated
2. Define more clearly your career goals for the creative industries
3. Assist in establishing future career networks in the creative industries

4. Develop a professional understanding and an awareness of ethical conduct through hands-on experience in the creative industries environment
5. Improve your ability to undertake and apply analytical, research, and creative communication skills in English
6. Reflect on your overall learning experience and work performance
7. Create new means to improve your future work performance in actual working world

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
1.	Explain the nature of the creative industries host organization and how it operates
2.	Analyze the workplace practices observed in the host organization and evaluate on their effectiveness by applying professional communication theories and practices learned in previous courses
3.	Critically reflect on the overall internship learning experience & work performance in fulfilling tasks assigned by the host from a professional communication perspective, and creatively propose innovative ways to solve any problems or difficulties encountered during the internship.

3. Teaching and learning Activities (TLAs)
(designed to facilitate students' achievement of the CILOs)

CILO No	TLAs	Hours/week (if applicable)
CILOs 1, 2, & 3	Students are required to attend pre-internship workshops where they discuss with prospective hosts and internship supervisors the expectation of the course.	
CILOs 1, 2, & 3	Student interns are placed with a host organization in the creative industry or 200 hours during the summer semester.	
CILOs 1, 2, & 3	Students are expected to perform various creative communication related tasks in English assigned and supervised by line manager(s) of the company	

4. Assessment Tasks/Activity:

ILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks

CILOs 1,2,& 3	Pre-Internship Learning Aims Study Plan & Participation	10%	
CILOs 1,2,& 3	Host organization's evaluation report	40%	Assessed throughout the period
CILOs 1,2,& 3	Written Assignments – Internship Reflective learning Journal and Internship Activity Log **Part A: Internship Activity Log** to be submitted mid-internship **Part B: Internship Reflective Learning Journal** (minimum of 1500 words)	50% [20%] [30%]	

5. Grading of Student Achievement

Internship Reflective Learning Journal/Log	
A	♦ The content is very well selected and developed. ♦ All relevant information and key communication issues are included for analysis. ♦ The information is comprehensively analyzed and explained. ♦ The information and message are effectively conveyed in coherent and accurate English.
B	♦ The content is well selected and developed. ♦ The information included for analysis is sufficient. ♦ The information is sufficiently analyzed and explained. ♦ The information and message are clearly conveyed in accurate English.
C	♦ The content selected for analysis is somewhat sufficient. ♦ Only part of the field research data is included for analysis. ♦ Only part of the information is analyzed and explained. ♦ Only part of the information and message are clearly conveyed in moderate accurate English.
D	♦ The content selected for analysis is sketchy and inadequate. ♦ Only limited data is incorporated for analysis. ♦ The analysis is not informative or comprehensive. ♦ The information and message conveyed is limited and in somewhat understandable English.
F	♦ The content selected for analysis is totally inadequate. ♦ Very limited or inaccurate data is incorporated for analysis. ♦ The analysis is not at all comprehensible. ♦ The information and message conveyed are not comprehensible. ♦ Unable to summarize key issues, or put forward recommendations, and unable to use understandable English.

Conditions of passing the course
Students automatically fail the course for the following reasons: 1. Absenteeism (i.e. repeatedly missing work without reason) and/or perpetual lateness 2. Not fulfilling professional obligations, including a refusal to follow the required rules and regulations of the Host Organization, resulting in the termination of the student intern's services 3. Not maintaining full CONFIDENTIALITY of ALL information held by the Host Organization, especially confidential, sensitive and proprietary information of Host Organization's and that of its clients/suppliers and other relevant parties

Part III

Keyword syllabus

Creative communication, creative industries, collaborative writing, experiential learning, communication internships, professional experience, creative English, self reflexive learning.

Recommended Reading

Alexander, James P. (1995) Internships in communications. Ames, Iowa: Iowa State University Press.

Caves, Richard E. (2000) Creative Industries: contracts between art and commerce. Cambridge, Mass: London: Harvard University Press.

Hartley, John. (2005) Creative Industries. Oxford, Malden: Blackwell Publishers.

Smith, Karl, A. (2000) Project Management and Teamwork. Boston, MA: McGraw Hill

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