



**The University of Hong Kong
Faculty of Business and Economics
School of Business**

**BUSI1802: Advanced Business Communication Skills
Course Syllabus, Spring 2022**

Date and Time:

Mons – 12:30pm-2:20pm;

Thurs – 12:30pm-1:20pm.

Venue:

KKLG103

Instructor: Dr. Xiaoying Xie

Office: KKL1309

Office hours: By appointment.

Office phone: 3917-5825

Email: grxxi@hku.hk

I. COURSE DESCRIPTION AND OBJECTIVES

This course aims at further enhancing students' communication skills for them to succeed in the business world. The course materials are based upon authentic examples of companies currently involved in various aspects of modern business. In order to better prepare students to meet the communication requirements of today's business world, students will undertake the following: reading and analyzing cases, acquiring and incorporating relevant strategies from discussion and simulations, developing accuracy and logic in writing, and presenting their research in terms of business development and growth strategies. Specific areas of communication to be covered include interpersonal communication, intercultural communication, conflict management and negotiation, written communication, and oral communication.

Teaching and learning tools used to achieve better learning outcomes include class readings, case discussion, videos, role-playing, simulations, presentations, as well as lectures and various assessment tools.

Students in this class are expected to be prepared for class discussions regarding readings and cases, ask questions and participate in class activities. A successful learning experience depends on contributions from both the instructor and the students. Your full and active participation is critical for achieving the optimal learning outcome both for you and your fellow students.

II. COURSE MATERIALS:

Required Readings:

Clawson, J. G., Yemen, G., and pazFigini, M. (2004). Listen up! How to be appropriately assertive. HBP.

Grimshaw, R. (2004). Why the best presentations are good conversations? Harvard Business Publishing.

Heath, C., & Heath, D. (2010). *Made to stick* (Ch. 1 & 2). Random House, NY.

Locker, K. O., & Kienzler, D. S. (2015). *Business and administrative communication*. McGraw-Hill Irwin (selected chapters). - **TEXTBOOK**

Morgan, N. (2008). How to be an authentic speaker. Harvard Business Review.

Neale, M. A. & Bazerman, M. H. (2015). Negotiating rationally: The power and impact of the negotiator's frame. In R. J. Lewicki, B. Barry, and D. M. Saunders (Eds.). *Negotiation: Reading, exercises, and cases* (pp.143-152). McGraw-Hill Education.

Sebenius, J. (2008). Tom Muccio: Negotiating the P & G relationship with Mal-Mart (A). Harvard Business Publishing.

Wezowski, K. (2017). 6 ways to look more confident during a presentation. Harvard Business Review.

(HBP article) Confronting Directly and Indirectly: Are You Attuned to Notice (2015)?

(HBP article) Types of negotiation: Many paths to a deal.

(HBP article) The Influence of cultural values on business practice (2015).

Class materials, including Asia Case Research Centre (ACRC) Cases and Videos, will be distributed in class or uploaded on our course website on Moodle.

III. INTENDED COURSE LEARNING OUTCOMES (CLOs)

Through applying and integrating knowledge in business communication acquired from the above teaching and learning tools, the following Learning Outcomes may be expected:

CLO1. The ability to communicate ideas clearly and persuasively by strategic choice of structures, vocabularies, logics, and arguments in various formats of business writings, such as memos, resumes, formal reports and proposals.

CLO2. Knowledge and skills in effective oral communication skills, especially in conducting formal business presentations.

CLO3. The ability to negotiate and support various solutions to complex problems by utilizing

relevant research and evidence

CLO4. A global outlook with understanding, comfort and competence in interacting with colleagues, customer, business partners, even competitors from different cultural/country backgrounds in today's global business environment.

CLO5. Improved confidence in handling various kinds of conflict situations with critical coping strategies for conflict and negotiations.

I. ALIGNMENTS OF INTENDED PROGRAM & COURSE LEARNING OUTCOMES

Program Learning Outcomes	CLOs
1. Acquisition and internalization of knowledge and skills in key functional areas	1, 2, 3, 4, & 5
2. Application and integration of business knowledge	1, 2, 3
3. Inculcating professionalism	1, 2, 4, & 5
4. Developing global outlook	4
5. Mastering communication skills	1, 2, 4 & 5
6. Cultivating leadership	1, 2, 4, & 5

V. ASSESSMENT

Group presentation on communication topics (Group)	40%
Individual memo	40%
Class participation (Discussions, Mini interview, etc.)	20%
Total	100%

1. Individual Memo. You need to write a persuasive essay, make a point and elaborate why AI is (or is not) important to an industry of your interest. Your writing needs to reflect the persuasion and writing skills learned in class. This assignment is worth 40% of your course grade.

Focus: CLO1, 2, 3, 4 & 5

2. Presentations. You and your group will conduct a presentation regarding a communication topic that we've covered in class, such as intercultural communication, conflict management and negotiation, crisis communication, even business writing and presentation. You will need to determine on one topic, research on it, then present some key takeaways you've learned and elaborate with real cases.

The presentation takes 20 minutes. All team members need to be involved in the presentation. Use oral communication techniques to deliver your presentation in a logical and organized way. Your speech will be graded on a group basis, as well as on each member's individual contributions. You will also be responsible for providing feedback to other groups' presentations and conduct peer performance review for your team members and your own work. The presentation is worth 40% of your course grade.

Focus: CLO1, 2, 3, 4, & 5

Please note: Detailed instructions for the memo and presentations will be distributed in class on the days when these tasks are assigned.

3. Class participation. All class members are expected to read the materials (readings or cases) assigned for each class meeting. Participants need to contribute to the class discussion throughout the term: 1) share with the class your ideas, viewpoints, and experiences; 2) ask and answer questions; 3) present results of mini interview; and so on. The quality and quantity of your discussion participation throughout the term is worth 20% of your course grade.

Mini Interview: During the semester, you will conduct an interview with a person who is taking a leader position and interview them on their view and experience on the importance of communication in their job and in their profession. You will need to report on your findings in the last week of class.

Focus: CLO1, 2, & 5

VI. COURSE GRADING CRITERIA

Grade	Course Grade Descriptor
A+, A, A-	Strong evidence of superb ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate and synthesis.
B+, B, B-	Strong evidence of ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate and synthesis.
C+, C, C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course at low levels of learning; such as describe and apply, but not at high levels of learning such as evaluate and synthesis.
D+, D	Evidence of basic familiarity with the subject.
F	Little evidence of basic familiarity with the subject.

VII. STUDY LOAD

Course Teaching and Learning Activities	Expected Contact hour	Study Load (% of study)
T&L1. Interactive lectures	33	33%
T&L2. Group project, case analysis and homework	33	33%
T&L3. Self study	34	34%
Total	100	100%

VIII. COURSE POLICIES AND PROCEDURES

Attendance: Attendance and participation are vital if you are to do well in this course and enhance your effective business communication skills. Students who miss THREE classes without legitimate documentations will receive a warning letter from the faculty. Not meeting attendance requirement may result in a failure for this course.

Four legitimate excuses for missing class: illness, religious observance, participation in University activities at the request of the University authorities, or compelling circumstances beyond the student's control. Written documentations will not be accepted after the 7th calendar day after the due day, at which time the lateness/absence will be considered unexcused. In the case of an emergency, you are responsible for contacting your instructor as soon as possible.

Late Assignment Policy: Because presentation is conducted in front of the whole class, there will be no make-up presentations. All presentations need to be conducted at their scheduled time slot. For the formal business report, for every calendar day that the assignment is late, 20% of the assignment grade (e.g., lose 6 points for a 30-point assignment) will be deducted. Except for illness or other emergencies, any student expecting to miss a course deadline must have the approval from instructor *prior to* the assignment due date. Failure to turn in an assignment on time without explicit exemption by the instructor may result in a grade of ZERO for the assignment.

Academic Integrity: plagiarism in assigned work will result in a score of zero in that assignment, and a potential failure of the entire course. Academic dishonesty includes, but is not limited to: quoting scholarly materials without acknowledgement; and turning in work completed by another person but represented to be your own.

Accommodations for Students with Disabilities: Appropriate academic accommodations will be provided to students with documented disabilities. Please provide the official documentation by the end of the second week of class. Academic accommodations will not be provided without official documentation.

Tentative Schedule

*ANY NECESSARY CHANGES WILL BE ANNOUNCED AND A REVISED SCHEDULE
DISTRIBUTED*

DATE	TOPICS	READINGS and ASSIGNMENTS
WEEK 1		
Jan 17	Course Introduction	Syllabus
Jan 20	Introduction to Business Communication – Components of Communication (Channel and Media)	Textbook, Cp. 1 & 4
WEEK 2		
Jan 24	Introduction to Business Communication – Components of Communication (Message, Perceptual Screen, and Noise)	Textbook, Cp. 2 & 3
Jan 27	Introduction to Business Communication – Components of Communication (Message, Perceptual Screen, and Noise)	
WEEK 3		
Jan 31	University Holiday	
Feb 3	New Year's Holiday	
WEEK 4		
Feb 7	New Year's Holiday	
Feb 10	Introduction to Business Communication – Components of Communication (Message, Perceptual Screen, and Noise)	<i>HBP Readings</i>
WEEK 5		

Feb 14	Introduction to Business Communication – Components of Communication (Message, Perceptual Screen, and Noise)	Group Formation.
Feb 17	Intercultural Communication	Supplementary Reading
WEEK 6		
Feb 21	Intercultural Communication	Assign mini-interview.
Feb 24	Conflict Management and Negotiation	Types of Negotiation Assign group presentation.
WEEK 7		
Feb. 28	Conflict Management and Negotiation	Thomas-Kilmann Questionnaire and analysis;
Mar 3	Conflict Management and Negotiation	Reading assertive communication
WEEK 8		
Mar 7	Reading Week.	
Mar 10	Reading Week.	
WEEK 9		
Mar 14	Conflict Management and Negotiation	
Mar 17	Conflict Management and Negotiation	<i>Made to Stick (Ch. 1-2)</i> Textbook, Cp. 5, 7
WEEK 10		
Mar 21	Business Writing	Textbook, Cp. 9, 10, 11

Mar 24	Business Writing	Assign individual memo.
WEEK 11		
Mar 28	Presentation of proposal idea and feedback	
Mar 31	Presentation Skills	Textbook, Cp. 19; Case Readings on Presentation
WEEK 12		
Apr 4	Presentation Skills	
Apr 7	Presentation Skills; Crisis Communication	
WEEK 13		
Apr 11	Formal Group Presentation	
Apr 14	Formal Group Presentation	
WEEK 14		
Apr 18	Public Holiday	Group 7, 6, 3
Apr 21	Formal Group Presentation	Group 4, 1
WEEK 15		
Apr 25	Formal Group Presentation	Group 5, 9, 8, 2
Apr 28	Mini-Interview Presentation	<u>Individual Memo Due on May 15.</u>