



1. General Information

Course Subject	BUSI
Course Number	1802
Course Title	Advanced Business Communication Skills
Academic Years	2024-2025
Grading Method	Letter

2. Instructors

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Subclasses: 2A

4. Course Description

Course Description	This course aims at enhancing students' communication skills and preparing them to meet the communication requirements of today's business world. Students will undertake the following: attending lectures, participating in class discussion, reading and analyzing cases, developing a business writing piece with good style, and presenting their analysis and research in selected business topics. Special topics will be extracted from the following areas: interpersonal communication, organizational communication, intercultural communication, conflict management and negotiation, persuasion, business writing and presentation.
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5. Course Objectives

1. 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 ask questions, to participate in class activities, and to be prepared for class discussions regarding readings and cases. A successful learning experience depends on contributions from both the instructor and the students to the communication process. Full and active participation is critical for achieving the optimal learning outcome for all the students.

6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

Goal 3: Inculcating professionalism

Goal 4: Developing global outlook

Goal 5: Mastering communication skills

Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Master key knowledge in communication related to intercultural communication, conflict management, persuasion, business writing, and business presentations.	✓	✓	✓		✓	✓
CLO2. Communicate ideas clearly and persuasively by strategic choice of structures, vocabularies, logic, and arguments in business writing and presentations.	✓	✓	✓		✓	✓
CLO3. Negotiate and provide solutions to complex problems by utilizing strategic interaction, research and evidence in both oral and written forms.	✓	✓				✓
CLO4. Interact with colleagues, customers, business partners, and competitors from different cultural backgrounds with understanding, comfort and competence, as reflected in both oral and written forms.	✓		✓	✓	✓	✓
CLO5. Use proper coping strategies for conflict and negotiations, as reflected in both oral and written forms.	✓		✓		✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Interactive lectures	39	32.5
T&L2. Group project, case analysis and homework	40	33.3
T&L3. Self-study	41	34.2
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Individual Memo	You need to write a memo/email, make a request or propose a change to an organization that you are involved in, for the purpose of enhancing productivity, work environment, or management effectiveness. Please address to the person in charge of the organization. Your writing needs to reflect the integrated communication skills learned in class. This assignment is worth 40% of your course grade.	40%	1,2,3,4,5
A2. Presentations	You and your group will conduct a presentation regarding a communication topic that we have covered in class, such as intercultural communication, conflict management and negotiation, crisis communication, etc. You will need to choose one topic, research it, then present some key takeaways and extra findings on the topic, and elaborate with real cases. The presentation takes 20 minutes. All team members need to be involved in the presentation. Use business presentation techniques to deliver your presentation in a logical and organized way. Your speech will be	40%	1,2,3,4,5

9. Assessment Methods

	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 for conducting peer performance reviews of your team members and your own work. The presentation is worth 40% of your course grade.		
A3. Class Participation	<p>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 the mini interview; and so on. The quality and quantity of your discussion participation throughout the term is worth 20% of your course grade.</p> <p>Mini Interview: During the semester, you will conduct an interview with a person who is in 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.</p>	20%	1,2,5

10. Course Grade Descriptors

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 synthesize in all communication topics covered, in oral and written forms.
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 synthesize in all communication topics covered, in oral and written forms.
C+,C,C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course, as reflected in oral and written forms, at low levels of learning, such as describing and applying, but not at high levels of learning, such as evaluating and synthesizing.
D+,D	Evidence of basic familiarity with the communication topics covered.
F	Little evidence of basic familiarity with the subject.

11. Course Content and Tentative Teaching Schedule

Topic/Session	Content	Readings	Assignments	Other information
1	Course Introduction; Introduction to Business Communication. Components of Communication (Channel and Media)	Syllabus Textbook, Cp. 1 and 4		Activity: Group discussion on examples of good communicator and good communication practice (OL).
2	Components of Communication (Message, Perceptual Screen, and Noise)			Activity: Class discussion and analysis on effective use of communication channels (OL & WL) Activity: Case discussion on communication

11. Course Content and Tentative Teaching Schedule

				message design (WL)
3	Intercultural Communication	Textbook, Cp. 5 HBP Readings		Activity: Student sharing on intercultural communication experience (OL)
4	Intercultural Communication		Group Formation.	Activity: Case analysis and discussion on intercultural communication (OL) Activity: Debate on validity of different cultural values based on established cultural dimensions (OL)
5	Conflict Management and Negotiation	Types of Negotiation	Assign mini-interview. Assign group presentation.	Activity: Negotiation simulation (OL)
6	Conflict Management and Negotiation	Thomas-Kilmann Questionnaire and analysis;		Activity: Planning and Negotiation simulation with student counterpart of foreign university (WL & OL) Activity: Debriefing session for intercultural negotiation, with negotiators for both parties sharing thoughts and experiences (OL)
7	Assertive Communication (Lecture) Persuasion (Lecture)	HBP article Made to Stick (Ch. 1-2) Textbook, Cp. 5, 6		
8	Business Writing	Textbook, Cp. 2 and 3 Textbook, Cp. 9, 10, 11	Assign individual memo	Activity: Writing workshop – students exchange and provide feedback to each other’s persuasive writing piece (WL)
9	Business Writing Presentation Skills (OL)	Textbook, Cp. 19 ; Case Readings on Presentation		Activity: Writing workshop (cont.) – instructor feedback with student examples (WL) Presentation of proposal idea and feedback (OL)
10	Presentation Skills			Activity: In-class presentation practice (OL)
11	Formal Group Presentation (OL)			Group 3, 5, and 7 Group 2
12	Formal Group			Group 6, 1 and 4

11. Course Content and Tentative Teaching Schedule

	Presentation (OL)			
13	Mini-Interview Presentation (WL & OL) Presentation Feedback (OL)			Activity: Students conduct interviews with business leaders on communication topics and present results in class (OL)

12. Required/Recommended Readings & Online Materials

Reading	<p>Clawson, J. G., Yemen, G., and pazFigini, M. (2004). Listen up! How to be appropriately assertive. HBP.</p> <p>Heath, C., & Heath, D. (2010). Made to stick (Ch. 1 & 2). Random House, NY.</p> <p>Morgan, N. (2008). How to be an authentic speaker. Harvard Business Review.</p> <p>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.</p> <p>Sebenius, J. (2008). Tom Muccio: Negotiating the P & G relationship with Mal-Mart (A). Harvard Business Publishing.</p> <p>Wezowski, K. (2017). 6 ways to look more confident during a presentation. Harvard Business Review.</p> <p>(HBP article) Confronting Directly and Indirectly: Are You Attuned to Notice (2015)?</p> <p>(HBP article) Types of negotiation: Many paths to a deal.</p> <p>(HBP article) The Influence of cultural values on business practice (2015).</p> <p>Class materials, including Asia Case Research Centre (ACRC) Cases and Videos, will be distributed in class or uploaded on our course website on Moodle.</p>
Textbook	Locker, K. O., & Kienzler, D. S. (2015). Business and administrative communication. McGrawHill Irwin (selected chapters).

13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
	Others

14. Course Policy

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 the attendance requirement may result in a failure for this course.

There are 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 documentation 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 presentations are 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 will be deducted (e.g., lose 6 points for a 30-point assignment). 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.

15. Additional Course Information

Lecture outlines (or notes) as well as other information relating to the classes will be posted in the course's Moodle account. Students are expected to log into and check the system regularly for any updated information and announcements, and to download the teaching and learning materials for the study. Students are also required to study the relevant notes and attempt the tutorial questions before going to classes.