

HW5018
Effective Communication in the Global Workplace

Academic year : Year 3 and 4

Academic units : 2 AUs

Pre-requisite : Nil

Tutorial hours : 24

CONTENT

This course aims to equip students with professional communication skills that will enable them to successfully meet the demands of the 21st century global workplace. The course is developed on the premise that effective communication in both speaking and writing is of major importance in achieving successful professional relationships and career advancement. Through the use of case studies and role-plays complemented by digital technology, the course will provide opportunities for students to hone their spoken and written competencies in the context of professional communication.

LEARNING OUTCOMES

Upon successful completion of the course, students should be able to:

1. use digital technologies effectively to convey corporate messages;
2. write different types of corporate messages that are audience-centred and purpose-driven;
3. adopt various collaborative strategies to work in teams;
4. identify and adopt different strategies to manage workplace conflicts;
5. develop culture-savvy strategies to communicate with diverse cultures;
6. craft and deliver persuasive oral presentations.

COURSE SCHEDULE

Week	Tutorial topics	Reading/Activities
1	No tutorial	-
2	Introduction to the essentials of communication in the global workplace	Unit 1 <ol style="list-style-type: none"> 1. Learn about the essential building blocks of communication; and 2. identify the purpose of messages, adapt to the needs of the audiences and make the best use of the context in the workplace.
3	Digital communication in the corporate world	Unit 2 <ol style="list-style-type: none"> 1. Select and adopt digital technologies for internal and external corporate communication;

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		<ol style="list-style-type: none"> 2. analyse the ways corporations have adopted digital technologies to enhance corporate communication; and 3. discuss the impact of digital technologies on corporate communication.
4	Corporate writing: Positive & negative messages	Unit 2 & 3 <ol style="list-style-type: none"> 1. Analyse the form and content of positive/negative messages; 2. adopt digital technologies to convey positive/negative messages; and 3. write positive/negative messages based on case studies.
5	Corporate writing: Persuasive messages	Unit 2 & 4 <ol style="list-style-type: none"> 1. Analyse the form and content of persuasive messages; 2. adopt digital technologies to convey persuasive messages; and 3. write persuasive messages based on case studies.
6	Interpersonal communication: Teamwork & conflict management	Unit 2, 5 & 6 <ol style="list-style-type: none"> 1. Identify the dynamics of team collaboration; 2. select and adopt digital technologies to collaborate in teams; 3. be aware of personal conflict resolution style(s), the problems related to the style and the steps needed to improve personal style for more effective communication; 4. understand the role of cross-cultural differences in creating conflict in the workplace; 5. know the common approaches to resolving conflict at the workplace; and 6. analyse common workplace conflicts and apply the best conflict resolution approaches in a given situation.
7	Multiculturalism: Understanding diversity	Unit 7 <ol style="list-style-type: none"> 1. Explore intercultural communication and its challenges;

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Week	Tutorial topics	Reading/Activities
8	Multiculturalism: Corporate culture	2. understand underlying causes for cultural diversity; and 3. demonstrate cultural competence. Unit 8 1. Understand the role of societal cultures in influencing corporate cultures; 2. understand the factors that influence corporate cultures; 3. identify effective strategies involving corporate communication events; and 4. demonstrate corporate culture competence.
9	Oral presentation: Presentational communication	Unit 9 1. Understand presentational communication in organisations; 2. learn to work with Purpose, Audience and Context in developing the message; and 3. identify the best delivery tools suitable for the purpose, audience and context.
10	Oral presentation	Unit 9 1. Manage and develop the content for the presentation.
11	In-class presentations	Student presentation
12	In-class presentations	Student presentation
13	Course review	Review the presentation to improve on the strategies and delivery skills to fulfill the purpose of the presentation while meeting the needs of the audience.

STUDENT ASSESSMENT

There is no end-of-semester examination for this course, students will be assessed by 100% continuous assessment based on the following components.

Assessment	Weighting
Written assignments	55%
Students will demonstrate their skills learned in this course through 2 short written assignments.	

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Oral presentation

30%

Students will work in groups to discuss situations on which to base their oral presentations. They have to demonstrate their ability to coordinate and work together with their teammates. The oral presentations are assessed individually.

Class participation

15%

TEXTBOOKS/REFERENCES

The course pack has been designed and printed by the Language and Communication Centre.

Reference

1. Bovee, C.L. & Thill, J.V. (2018). Business Communication Today (14th Ed). England: Pearson.
2. Guffey, M.E., Du-Babcock, B. & Loewy, D. (2016). Essentials of Business Communication (3rd Ed). England: Pearson.
3. Goodall, H.L. Jr & Waagen, C.L. (1986). The Persuasive Presentation: A practical guide to professional communication in organizations. NY: Harper & Rows Publishers.
4. Newman, A. (2017). Business Communication in person, in print, online (10th Ed). US: Cengage.
5. Kinicki, A., & Fugate, M. (2012). Organizational behavior: key concepts, skills and best practices. NY: McGraw-Hill.
6. Phillips, J., & Gully, S. M. (2012). Organizational culture: tools for success. Mason: Cengage Learning.
7. Price, D. (2012). Well Said! Presentations and conversations that get results. NY: Amacom.