



北京大学  
汇丰商学院

Peking University HSBC Business School

## Communication for Business 2019 – 2020 Academic Year

### Course Information

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**Instructor:** Priscilla Young, MA  
**Office:** PHBS Building, Room 605  
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**Email:** pyoung@phbs.pku.edu.cn  
**Office Hours:** Monday and Thursday, 13:30 – 14:30 or by appointment

#### **Classes:**

**Lectures:** Monday and Thursday  
15:30 – 17:20  
**Venue:** PHBS 211

### Course Description

#### **1.1 Context**

The top three skills that employers desire in employees worldwide are problem-solving, teamwork, and communication (QS Intelligence Unit & Institute of Student Employers, 2018). Indeed, of the 15 employer-identified most-important-skills for the workplace, more than half are communication-based. Yet, employers report that there are gaps between their expectations and candidates' readiness to deliver.

#### Reference

QS Intelligence Unit, & Institute of Student Employers (2018). *The global skills gap in the 21st century*. Retrieved from <http://info.qs.com/rs/335-VIN-535/images/The%20Global%20Skills%20Gap%2021st%20Century.pdf>

### **Course overview:**

#### *Purpose*

This course will provide students knowledge and practice – in the English language – for developing the communication-based skills required in today's globalized, professional settings.

#### *Goal*

Effective audience-focused communication – not “perfect” English – built through individual and collaborative work for internal and external audiences is the overarching goal of this course. Embedded in this objective is understanding basics concepts of appropriate intercultural communication.

#### **1.2 Textbooks and Reading Materials**

The instructor has authored a booklet with key material to be covered in class. Additional material may be derived from a variety of sources including news and features from current-day media, as well as the following:

- Beebe, S., & Beebe, S. (2010). *Public speaking handbook*. Boston: Pearson.

- Guffey, M.E. & Loewy, D. (2015) *Business communication process and product*, Cengage Learning: Samford, CT, USA.
- Holt, S. (no date). *Professional business English communication for non-native speakers*. Unpublished workshop outline and content developed for the University of Minnesota.
- O'Quinn, K. (2006). *Perfect phrases for business letters*. NY: McGraw-Hill.
- Purdue Online Writing Lab (OWL). <https://owl.english.purdue.edu/owl/>
- Raimes, A. (2002). *Keys for writers*. Boston; Houghton Mifflin.
- Roen, D., Glau, G., & Maid, B. (2011). *McGraw Hill guide to writing for college, writing for life*. NY: McGraw Hill.
- Witt, C., & Fetherling, D. (2010). *Real leaders don't do PowerPoint*. London:Piatkus.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1 Our students will produce quality business and research-oriented documents.	Students will produce business communication documents such as letters, emails, memos and reports.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	This will be demonstrated in oral presentations and writing for various business purposes.  Students will participate in peer review to both provide helpful feedback to classmates and sharpen their own analytical and communication skills.
2. Our graduates will be trained in ethics.		
	3.2. Our students will practice ethics in the duration of the program.	Students will demonstrate ethical, reader-focused writing through assignments and peer review.  Students will respect and demonstrate academic integrity through understanding plagiarism and how to avoid it evidenced in their writing assignments.
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Students will learn about differences in communication/writing styles to appropriately communicate in a business setting with team members, clients, and vendors.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.2 Our students will be prepared to face problems in various business settings and find solutions.	This will be demonstrated in writing assignments.

### 2.2 Course specific objectives

Learning activities are designed for a variety of business-related needs with activities for class participation and practice. By the end of the course, students will demonstrate (and be assessed on) the ability to engage in natural English-language conversation and 1) deliver an individual presentation as well as component of a team presentation; 2) analyze a business communication case; 3) prepare a brief report; and 4) execute a principled negotiation and written report on the outcome.

### 2.3 Assessment/Grading Details

Assessment task	Weighting (total 300 points)	Explanation
In-class work	50 points	This course is designed for skill building in a workshop-type setting. On-demand work to be performed in class may include individually written work, paired or small group written work, quizzes, or presentations. <b>In-class work must be done in class and cannot be made up later. NO EXCEPTIONS.</b>
Assignments	Communication Business Case 30 points Report 40 points Individual presentation 35 points Principled Negotiation 45 points Team presentation 50 points	Distributed in advance.
Test	Test last day of class 50 points	Multiple choice and written responses

#### **\*TARDINESS AND ABSENCE FROM CLASS**

- 1) Attendance is marked at the beginning of each class, so if you are not present when attendance is taken, you will be marked absent.
- 2) You may be granted two excused absences from class if you request leave ahead of time. All other absences will be debited at four points from the total course score. Missing 1/3 of classes for any reason and including excused absences is grounds for automatic course failure.
- 3) Absences that are not considered leave but for which you can provide written verification of illness or emergency may be excused at the discretion of the instructor.

#### **Late Work**

All assignments must be handed in on the date due (at the beginning of class or via electronic submission, depending on the individual assignment).

Any work that is handed in late may result in an automatic lowering of your assignment grade by five points, unless you provide documentation of illness or other compelling emergency.

#### **Your Scores**

Your scores throughout the course, as well as your final course score, are EARNED NOT GIVEN.

Your work will be evaluated based on clearly defined criteria using a rubric; your strengths and weaknesses will be clear to you based on the rubrics – there should be no mystery about your marks.

### 2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student's work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconduct, which includes plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicating a copy of this

assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honor points, a mark of zero on the assessment, a failing grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

➤ *This course calendar may be adjusted at any time at the discretion of the instructor*

➤ **NOTE THAT “IN CLASS WORK” MUST BE DONE IN CLASS AND MAY INCLUDE A QUIZ. SO, BE SURE TO DO THE ASSIGNED READING BEFORE THE NEXT CLASS.**

Week	Day	Date	In-Class Topic/Activity for Today's Date
1	Th	Nov. 14	<b>Course introduction:</b> <ul style="list-style-type: none"> <li>● Introduction to communication skills needed by employers worldwide -- results of global survey</li> <li>● Paired introductions</li> <li>● <i>Professionalism (Young, 2019)</i></li> <li>● Course and syllabus review; academic integrity and avoiding plagiarism</li> </ul> <p>✧ <i>Assigned reading to discuss next class: Lesson unit – Human Communication (Young, 2019)</i></p>
2	M	Mon Nov. 18	<b>Lesson: Human Communication -- Interpersonal Communication, Nonverbal Communication</b> Discussion and in-class work <p>✧ <i>Assigned reading to discuss next class: Lesson Unit—Culture, Intercultural Communication (Young, 2019)</i></p>
2	Th	Nov. 21	<b>Lesson : Culture, Intercultural Communication</b> In-class work <p>✧ <i>Assigned reading for next time: Business Writing Basics (Young, 2019)</i></p>
3	M	Nov. 25	<b>Business Writing Basics</b> Discussion and in-class work
3	.Th .	Nov. 28	<b>Communication Business Case</b> In-class work <p>✧ <i>Assigned reading for next time: Critical Thinking, Problem-Solving and Decision-Making (Young, 2019)</i></p>

4	M	Dec. 2	<b>Lesson: Critical Thinking, Problem-Solving and Decision-Making</b> <i>Discussion and in-class work</i>  ✧ <i>Assigned reading for next time: Leadership/Communication and Teambuilding (Young, 2019)</i>
4	Th.	Dec. 5	<b>Lesson: Leadership/Communication and Teambuilding</b> Discussion and in-class work
5	M	Dec. 9	Movie #1 related to leadership and teambuilding
5	W	Dec. 11	Movie #2 related to leadership and teambuilding
5	Th	Dec. 12	➤ <b>Movie wrap up and report writing</b>
			<b><u>No class on Monday, December 16.</u></b> <b><u>This class was moved to December 11.</u></b>
6	Th	Dec. 19	<b>Presentation Skills</b> <b>Discussion and in-class work</b>  ➤ Assignment: Individual Presentation
7	M	Dec. 23	<b>Outlining a Presentation</b> Individual Presentation Practice
7	Th	Dec. 26	➤ <b>Individual Presentations</b>  ➤ Assignment: Team Presentation
8	M	Dec. 30	<b>Team presentation planning/research</b> By the end of class teams will turn in their presentation topic  ✧ <i>Assigned reading for next time: Principled Negotiation</i>
8	Th	Jan. 2	<b>Lesson: Principled Negotiation</b> Discussion and in-class work
9	M	Jan 6	<b>Principled negotiation simulation – report due at end of class</b>
9	Th	Jan. 9	<b>Team presentations</b>
10	M	Jan. 13	<b>Test and course feedback</b>