

LABU2060 Effective Communication in Business

1. Course Information

LABU2060 is a three-credit, one-semester course that aims to help students build on the language and communication skills they have previously acquired in LANG1003 as they work under specific simulated business scenarios throughout the term. Students will learn how to communicate effectively to accomplish written and oral tasks in the workplace and be able to develop a useful business communication toolkit targeted at external and internal audiences.

The course is designed and structured to address students' learning needs in job-seeking and in their early careers. The course introduces students to strategies for handling the communication challenges which fresh graduates can expect in diverse work environments. They will have opportunities to learn and practice how to succeed in business writing, presentations, interviews, meetings, and collaborative assignments with the essential interpersonal communication skills such as active listening, cogent argumentation, and clear expression in writing and speaking. The course is required for students of School of Business and Management (except for students in the GBUS program and the RMBI program) and students in the MAEC program of School of Science.

2. Pre-requisite: LANG1003

3. Exclusion: LABU2020 (prior to 2019-20)

4. Aims of the course: Intended Learning Outcomes

By the end of the course, students will be able to:

- recognize how communication takes place through different channels and in different directions within an organization;
- understand the importance of communication to career success in a multi-cultural work environment;
- think and analyze business-related issues in a critical manner;
- demonstrate competence in selecting, synthesizing and using information to inform discussion and decision-making;

- create a positive first impression on the prospective employers with their CVs and their performances in a job interview;
- give effective oral presentations to business audiences to address needs and concerns; influence decisions and choice; and achieve business objectives;
- write professional business documents to analyze issues, summarize views and practices, discuss implications; and propose solutions;
- demonstrate leadership and team skills in teamwork; and
- give and take feedback in a team.

5. Course assessments

Assessed Tasks		Weighting	ILOs
Phase II			
1. Business writing	<p>You will be working in a team of 3 on a group project. You will:</p> <ul style="list-style-type: none"> • respond to GenAI, peer, and teacher feedback on 3 short writing tasks (Business Idea Proposal, Market Analysis Section, and Financial Section) • submit a 2,800-word business plan after giving the business pitch 	Team + Individual 35%	2, 4, 9 1, 2, 3, 4, 7
2. Pitch Presentation	Your team will give a 15/ 20 minutes' pitch on the group project to a mixed business audience.	Team + Individual 35%	1, 2, 3, 4, 6, 8, 9

3. Peer Evaluation	You will evaluate your team members' contributions to the group project.	Individual	5%	2, 8, 9
4. Learning Portfolio	<p>You will evaluate and reflect on your learning progress as you seek to become an effective business communicator.</p> <p>You will:</p> <ul style="list-style-type: none"> • provide a first draft for teacher feedback • submit a 4-page final draft 	Individual	25%	1,2

6. Course Content

LABU2060 will use simulations and role-plays contextualized within workplace scenarios to enhance learning relevance and effectiveness. The two phases of the course are designed and sequenced to address students' learning needs in job-seeking and in their early careers.

- Phase I Effective Communication in Job-Seeking (Weeks 1 – 5)
Students will learn how to apply theories and strategies of effective communication to create a positive first impression through building their digital portfolios and participating in performance-based assessments in a job-seeking context.
- Phase II Effective Communication in Business Presentation and Writing (Weeks 6 – 13)
Students will learn and practice how to write to achieve business objectives and communicate persuasively to an internal and external business audience.

It is hoped that the simulation mode and the learning-by-doing approach will make in-class and out-of-class learning activities relevant and meaningful to the students.