

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

### 1. COURSE TITLE

Professional Writing Practicum: Essentials of the Craft of Writing

### 2. COURSE CODE

HUMN3016

### 3. NO. OF UNITS

3 Units

### 4. OFFERING DEPARTMENT

Department of Humanities and Creative Writing

### 5. PREREQUISITES

\*\*\* Remarks: If there is any inconsistency between the HUMN 3016 and WRIT 3006 versions of this syllabus, the WRIT 3006 version shall prevail.

### COREQUISITES

N.A.

### 6. MEDIUM OF INSTRUCTION

Cantonese

### 7. AIMS & OBJECTIVES

This course aims to

- (1) enable students to cope with the writing tasks in the commercial and public fields of employment in Hong Kong;
- (2) help student grasp and understand the functional forms of writing in both English and Chinese;
- (3) teach students the intellectual and practical skills necessary for effective communication in the commercial field.

### 8. COURSE CONTENT

- I. Introduction: Importance of Effective Communication in Business
- II. Business Correspondence
- III. Proposal Writing

#### IV. Report and Review: Preparation and Organization

### 9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

<b>CILO</b>	<b>By the end of the course, students should be able to:</b>
CILO 1	Recognize and analyze the types and forms of writing in the commercial and public fields of employment in Hong Kong
CILO 2	Apply the learnt intellectual and practical skills necessary in the commercial and public fields of employment in Hong Kong through hands-on practice
CILO 3	Locate and avoid common errors and inappropriate ideas in writing both Chinese and English relevant documents in the commercial and public fields

### 10. TEACHING & LEARNING ACTIVITIES (TLAs)

<b>CILO alignment</b>	<b>Type of TLA</b>
1	The students will be: given guidance for analyzing the types, formats and contents of both Chinese and English relevant documents in the commercial and public fields of employment.
2	provided hands-on practices with different types of writing tasks which related to relevant types of documents in the commercial and public fields.
3	given an evaluation locating some common errors, improvable intellectual ideas and skills based on their writing tasks.

### 11. ASSESSMENT METHODS (AMs)

<b>Type of Assessment Methods</b>	<b>Weighting</b>	<b>CILOs to be addressed</b>	<b>Description of Assessment Tasks</b>
Assignments and Projects in English	50 %	1-4	Brief surveys, group projects, interviews, role-playing to simulate business situations that demand correspondence, proposals or reports will test the students' ability in fully utilizing the techniques they gain from the course
Assignments and Projects in Chinese	50 %	1-4	Brief surveys, group projects, interviews, role-playing to simulate business situations that demand correspondence, proposals or reports will test the students' ability in fully utilizing the techniques they gain from the course

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