

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Writing for Business

2. COURSE CODE

WRIT2017

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of Humanities and Creative Writing

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

English

7. AIMS & OBJECTIVES

The course aims to help students write effectively in work situations and learn writing as it exists in business and the professions. It prepares students to be effective writers and communicators in the workplace. Successful professional writing in business field does not only meet certain formal requirements but it also achieves the writer's goals and meets the reader's needs. The course also helps students analyse how textual genre function in business and professional settings, and assist them gain extensive individual and collaborative writing practice in these genres and acquire expertise in applying persuasive techniques and in problem solving.

8. COURSE CONTENT

1. Foundations of Business Communication
2. Identifying and Analyzing Your Readers and Rationale
3. Major Steps of Writing Process ; Research: Using Source Effectively and Appropriately
4. Writing Messages, Memos, E-Mails, Minutes, Proposals
5. Persuasive Writing: Ethos, Logos, Pathos
6. Giving Speech and Oral Presentation

7. Writing Resumes and Application Letter
8. Format and Layout of Business Report

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Describe a systematic and updated knowledge of business communication and writing.
CILO 2	Communicate clearly and effectively with changing writing style and content for various audiences and purposes.
CILO 3	Write independently and collaboratively in a workplace setting.
CILO 4	Analyze different business textual genres and demonstrate expertise in applying writing skills and in problem solving.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1, 2, 3	Students will understand how to communicate effectively by focusing on the audience, the purpose, and the style of their writing; They will acquire different techniques to deliver reports, informative and persuasive messages.
1, 4	Students will learn the fundamental issues regarding business writing and writing practice in basic business communication in an organized manner.
2, 3	Students will gain experience in writing business letters, memos, resume, e-mail, press releases, reports and other genres.
4	Students will analyze the functions of different business textual genres and use them to solve specific problems.

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
6 assignments and in-class writings	55 %	1, 2, 3, 4	The assignments include writing letters, reports, manuals, or company homepages. In addition, students will complete a variety of informal, in-class writing assignments.
Oral presentation	10 %	2, 3, 4	Students will make a presentation in which they analyse certain topics of their choice.
Participation	5 %	1, 2, 3, 4	Based on the students' participation in class discussions.

Term project	30 %	1, 2, 3, 4	Students will interview business professionals to investigate certain business textual genre is important in their business, and write a report of their own findings. Or they will interview people who have recently started their business, and write a report describing the process of the entrepreneur's planning and include their views about writing business plan.
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