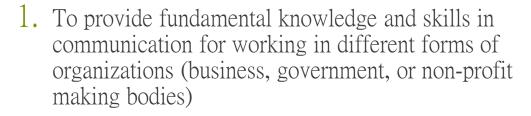


Contemporary Business Communication

Department of Management

Course Aims



- 2. To introduce frameworks and theories of (1) basic individual communication skills; (2) communicating in internal corporate environment and with external partners and public; (3) contemporary digital modes of communication; and (4) cross-cultural communication.
- 3. To practise communication skills



Learning Activities



- 2. In-class simulation exercises
- 3. Video analysis
- 4. Reflection logbook
- 5. Quiz
- 6. Class discussion
- 7. Internet exercises
- 8. Written report
- 9. Team presentation
- 10. Team project



Assessment



- 2. Written report
- 3. Presentation
- 4. Class participation
- 5. Reflection logbook

