



Contemporary Business Communication

Department of Management

Course Aims



1. To provide fundamental knowledge and skills in communication for working in different forms of organizations (business, government, or non-profit making bodies)
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



1. Short lecture
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

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

