

PH8003: COMMUNICATION SKILLS- CONFERENCE ORGANISATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Communication Skills-Conference Organisation

Subject Code

PH - Infectious Diseases and Public Health

Course Number

8003

Academic Unit

Infectious Diseases and Public Health (PH)

College/School

Jockey Club College of Veterinary Medicine and Life Sciences (VM)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

In this course, students will master the essential skills to independently organize a successful scientific conference. Through a combination of lectures, hands-on workshops, and self-directed projects, students will cultivate a well-rounded skillset.

Students will first demonstrate proficiency in public speaking and communication by chairing scientific and non-scientific sessions and engaging guest speakers with thought-provoking discussions. They will then apply these skills to create impactful conference materials, including the website, posters, and proceedings.

Furthermore, students will take on the managerial aspects of conference organization. They will secure sponsorships, negotiate running costs, and prepare a comprehensive budget. Notably, students will also learn to tailor their communication styles when interacting with diverse stakeholders, such as the media, policymakers, and the general public.

By leveraging a range of learning aids and soft skills tools, students will plan and execute a compelling scientific conference that showcases their abilities as emerging leaders in their field.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Students will organise and design a conference programme, website, promotional material and conference proceedings (related to epidemiology, animal health veterinary medicine neuroscience or other relevant topics)	20	x	x	x
2	Students will develop skills to deliver presentations through various modes using digital media and AI.	40		x	x
3	Students will construct a balanced budget for the conference incorporating various revenue streams and expenses. Identify potential sponsors and develop effective sponsorship proposals to secure funding from various sources such as media, policy makers, general public, schools and corporates.	10		x	x
4	Students will conceptualize and plan the overall structure, theme, and objectives of an independent conference.	30	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures (Teacher Controlled)	Students will attend lectures to understand the criteria and drivers to run a successful scientific conference related to epidemiology, animal health or veterinary medicine.	1, 2, 3, 4 1.0 hr/two-week
2	Participate in Hands-on Practice Workshops (Peer Controlled)	Students will engage in on problem-based practice workshops to 1) strengthen oral and interpersonal communication skills and dealing with difficult situations, developing team playing activities and understanding individual team characteristics through psychometric tests 2) apply those skills to prepare and run independently a scientific conference with invited external guest speakers. 3) receive initiation to media communication training (inviting national media or companies using media training); 4) receive initiation to policy maker communication training (inviting national/ regional policy makers and understanding their marketing/ communication policies).	1, 2, 3, 4 2.0 hr/two-week
3	Complete Take-home Assignments and Reports (Self-Controlled)	Students will work on take-home assignments based on problem-based projects to seek sponsors and guest speakers, as well as design the conference proceedings.	2, 3, 4 Out of classroom

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Classroom assessment	1, 4	10	Students will be evaluated through formative assessment to check their individual communication skills.
2	Individual report	1, 2, 3, 4	30	Students will document their takeaways of different communication tools and personal observations and reflections on conference preparation, running, and delivery in a personal reflective logbook.
3	Project (Conference)	1, 2, 3, 4	60	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Classroom assessment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students will apply their knowledge of the contents in both the theoretical and practical components.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not reaching basic levels

Assessment Task

Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students will apply the techniques/tools learned/recommended in this course to solve specific problems.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not reaching basic levels

Assessment Task

Project (Conference) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students will showcase their communication and presentation skills during the student conference organized as part of this course. Working in teams, they will apply the skills learned to plan and deliver impactful conference sessions. This student-led conference will serve as a benchmark for evaluation by their peers, conference guests, and sponsors.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not reaching basic levels

Assessment Task

Classroom assessment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students will apply their knowledge of the contents in both the theoretical and practical components.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

The ability to solve a specific biologic Students will apply the techniques/tools learned/recommended in this course to solve specific problems. al problem using the techniques/tools learned/recommended in this course.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Project (Conference) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students will showcase their communication and presentation skills during the student conference organized as part of this course. Working in teams, they will apply the skills learned to plan and deliver impactful conference sessions. This student-led conference will serve as a benchmark for evaluation by their peers, conference guests, and sponsors.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Communication skills, Interpersonal skills, reflective log book, team building and psychometric tests, budget plans, Marketing and promotion plans, IT and AVC tools.

Reading List

Compulsory Readings

Title	
1	Catherine Armstrong- Skills needed to run an academic conference- https://www.jobs.ac.uk/careers-advice/managing-your-career/1229/skills-needed-to-run-an-academic-conference
2	Belbin tests https://www.belbin.com/about/belbin-team-roles/

Additional Readings

Title	
1	Oral communication skills https://study.com/academy/lesson/oral-communication-definition-types-advantages.html
2	Teamwork skills https://www.thebalancecareers.com/list-of-teamwork-skills-2063773
3	Defusing difficult situations https://www.amanet.org/articles/defusing-difficult-situations-the-unexpected-response/