

EN4564: STRATEGIC BUSINESS COMMUNICATION IN ENGLISH

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Strategic Business Communication in English

Subject Code

EN - English

Course Number

4564

Academic Unit

English (EN)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to use a case based approach to:

1. Help students learn and apply the strategic model of communication to business settings.
2. Provide opportunities for students to apply a range communication strategies for successful oral and written communication in simulated business contexts.
3. Improve students' competence in negotiating with others in English through numerous role-plays and simulations using a frame work of principled communication.
4. Enhance students' oral presentation skills and to expose students to different types of business presentations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analytically apply and use the Strategic Model of Communication in spoken and written business communication.		x	x	x
2	Effectively apply and use in professional meetings a framework of principled negotiation.		x	x	x
3	Write an effective analytical business report based on real market research in response to the demands of a specific situation.		x	x	x
4	Plan and deliver an effective analytical and critical group oral presentation.		x	x	x
5	Reflect critically and write a self-critique of a group's analytical oral presentation.		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	Interactive lectures	Students will learn to apply the five components of the communication model and plan and use strategies and tactics for successful negotiations in business meetings.	1, 2, 3, 4, 5
			Throughout the course

2	Simulations	The students will join in-class simulations and apply the identified language and structure related to negotiation in meeting simulations.	3, 4, 5	3 weeks
3	Writing workshops	The student teams will analyse field research data and collaboratively write a business report.	1, 4, 5	3 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignment 1 Negotiation Meeting Simulation 1- allows students to apply skills and knowledge acquired in the course.	1, 2	15	Group work; individually assessed
2	Assignment 2 The student teams analyse field research data and collaboratively write an analytical business report. They experience issues related to collaborative writing in the work place. - Students are required to critically discuss the feasibility of their business report's recommendations and persuade their audience(s) to accept their recommendations.	1, 3	30	Group work
3	Assignment 3 Negotiation Meeting Simulation 2 - allows students to apply skills and knowledge acquired in the course.	1, 2	15	Group work; individually assessed
4	Assignment 4A Team Oral - Students in groups plan and give an oral presentation in class on 3 public presentations they have attended.		15	Group work; individually assessed

5	Assignment 4B Self-evaluation of oral presentation students write a critical self-evaluation of their group' s presentations - allows students to apply the knowledge acquired in the course.		10	Individual work
6	Quiz Assess students' understanding of key issues and concepts	1, 2, 3, 4, 5	15	Individual work

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Assessment Task 1 (15%)

Negotiation 1

Criterion

Ideas

Excellent (A+, A, A-)

Very useful ideas

Good (B+, B, B-)

Useful ideas

Fair (C+, C, C-)

Somewhat useful ideas

Marginal (D)

Poor ideas

Failure (F)

Very poor ideas

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Objectives

Excellent (A+, A, A-)

Completely achieved meeting objective(s)

Good (B+, B, B-)

Largely achieved meeting objective(s)

Fair (C+, C, C-)

Somewhat met some of the meeting objective(s)

Marginal (D)

Hardly achieved any meeting objectives

Failure (F)

Did not achieve meeting objective(s) at all

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Contribution

Excellent (A+, A, A-)

Totally adequate contribution for role

Good (B+, B, B-)

Adequate contribution for role

Fair (C+, C, C-)

Somewhat adequate contribution for role

Marginal (D)

Inadequate contribution for role

Failure (F)

Hardly any contribution for role

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Research and analysis of the issues

Excellent (A+, A, A-)

Evidence of very adequate research and analysis of issues

Good (B+, B, B-)

Evidence of adequate research and analysis of issues

Fair (C+, C, C-)

Limited evidence of research and analysis of issues

Marginal (D)

Lacks evidence of research and analysis of issues

Failure (F)

No evidence of research and analysis of issues

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Ability to identify bottom line

Excellent (A+, A, A-)

Very sensitive in identifying bottom line

Good (B+, B, B-)

Sensitive in identifying bottom line

Fair (C+, C, C-)

Somewhat sensitive in identifying bottom lines

Marginal (D)

Somewhat insensitive in identifying bottom lines

Failure (F)

Unable to identify bottom lines

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Show willingness to concede

Excellent (A+, A, A-)

Handled very well

Good (B+, B, B-)

Handled adequately

Fair (C+, C, C-)

Somewhat handled adequately

Marginal (D)

Conceded on too few/ too many issues

Failure (F)

Not willing to concede on any issues

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Use negotiation strategies/ tactics

Excellent (A+, A, A-)

Excellent application of suitable strategies/ tactic used

Good (B+, B, B-)

Very good application of suitable strategies/ tactic used

Fair (C+, C, C-)

Some application of strategies / tactic used

Marginal (D)

Unsuitable/hardly any strategies/ tactic used

Failure (F)

No strategies/ tactic used

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Sensitive to needs, wants & desires of others

Excellent (A+, A, A-)

Very sensitive to the needs, wants & desires of others

Good (B+, B, B-)

Sensitive to the needs, wants & desires of other

Fair (C+, C, C-)

Somewhat sensitive to the needs, wants & desires of other

Marginal (D)

Somewhat insensitive to the needs, wants & desires of other

Failure (F)

Very insensitive to the needs, wants & desires of other

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Ability to carry out role

Excellent (A+, A, A-)

Very competently carried out role

Good (B+, B, B-)

Competently carried out role

Fair (C+, C, C-)

Somewhat acceptable role

Marginal (D)

Ineffective role

Failure (F)

Very ineffective role

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Presentation of ideas

Excellent (A+, A, A-)

Very clear and effective presentation of ideas

Good (B+, B, B-)

Clear and effective presentation of ideas most of the time

Fair (C+, C, C-)

Somewhat unclear and ineffective presentation of ideas at times

Marginal (D)

Mostly unclear and ineffective presentation of ideas at most times

Failure (F)

Completely unclear and ineffective presentation of ideas throughout meeting

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Interaction

Excellent (A+, A, A-)

Very effective and natural interaction

Good (B+, B, B-)

Effective and somewhat natural interaction

Fair (C+, C, C-)

Somewhat effective but unnatural interaction at times

Marginal (D)

Ineffective and unnatural interaction at times

Failure (F)

Ineffective and unnatural interaction throughout meeting

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Body language

Excellent (A+, A, A-)

Very suitable body language

Good (B+, B, B-)

Suitable body language at most times.

Fair (C+, C, C-)

Somewhat suitable body language at most times.

Marginal (D)

Unsuitable body language at times.

Failure (F)

Unsuitable body language at most times

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Eye contact

Excellent (A+, A, A-)

Very good eye contact

Good (B+, B, B-)

Adequate eye contact at most times

Fair (C+, C, C-)

Limited eye contact in parts - over dependence on notes.

Marginal (D)

Very little eye contact – reading from notes most of the time

Failure (F)

No eye contact – reading from notes throughout meeting

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Voice quality (pitch, volume and speed)

Excellent (A+, A, A-)

Voice quality very good

Good (B+, B, B-)

Voice quality good

Fair (C+, C, C-)

Voice quality somewhat ineffective in parts

Marginal (D)

Voice quality poor in many parts

Failure (F)

Voice quality very poor in most parts

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Grammar and word choice

Excellent (A+, A, A-)

Hardly any language errors-

Good (B+, B, B-)

Some noticeable language errors

Fair (C+, C, C-)

Many language errors

Marginal (D)

So many language errors that it affects listener's comprehension of the message

Failure (F)

So many language errors that it is very difficult for listener to understand the message –

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Language of meetings

Excellent (A+, A, A-)

Very adequate use of meeting language

Good (B+, B, B-)

Mostly adequate use of meeting language

Fair (C+, C, C-)

Some use of meeting language

Marginal (D)

Hardly any use of meeting language

Failure (F)

No use of meeting language

Assessment Task

Assessment Task 1 (15%)

Negotiation 1

Criterion

Tentative language

Excellent (A+, A, A-)

Very competent use of tentative language

Good (B+, B, B-)

Competent use of tentative language

Fair (C+, C, C-)

Somewhat competent use of tentative language

Marginal (D)

Hardly any tentative language used

Failure (F)

No tentative language used

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Content 40%

Excellent (A+, A, A-)

Purpose of the report is completely achieved

Good (B+, B, B-)

Purpose of the report is achieved to a large extent

Fair (C+, C, C-)

Purpose of the report is partially achieved

Marginal (D)

Purpose of the report is only achieved to a limited extent

Failure (F)

Purpose of the report is not achieved

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Content 40%

Excellent (A+, A, A-)

Content is very well selected and developed

Good (B+, B, B-)

Content is well selected and developed

Fair (C+, C, C-)

Content selected for analysis is somewhat sufficient

Marginal (D)

Content selected for analysis is sketchy and inadequate

Failure (F)

Content selected for analysis is highly inadequate

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Content 40%

Excellent (A+, A, A-)

Information is comprehensively analyzed and explained

Good (B+, B, B-)

Information is sufficiently analyzed and explained

Fair (C+, C, C-)

Only part of the information is analyzed and explained

Marginal (D)

Analysis is not informative and comprehensive

Failure (F)

Analysis is not at all comprehensible

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Language 30%

Excellent (A+, A, A-)

Language (grammar, spelling, punctuation, syntax etc) is highly accurate.

Good (B+, B, B-)

Language (sentence structure, grammar -- tenses, articles, prepositions, parts of speech, etc.) is accurate.

Fair (C+, C, C-)

Language (sentence structure, grammar -- tenses, articles, prepositions, parts of speech, etc.) is somewhat accurate.

Marginal (D)

Language (sentence structure, grammar -- tenses, articles, prepositions, parts of speech, etc.) is inaccurate, exhibit a great deal of residual and editorial problems

Failure (F)

Language (sentence structure, grammar -- tenses, articles, prepositions, parts of speech, etc.) is very inaccurate, exhibit very serious of residual and editorial problems

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Language 30%

Excellent (A+, A, A-)

Use of vocabulary is very concise, precise and varied

Good (B+, B, B-)

Use of vocabulary is concise, precise and varied

Fair (C+, C, C-)

Use of vocabulary is somewhat concise, precise and varied

Marginal (D)

Use of vocabulary is limited and repetitive

Failure (F)

Use of vocabulary is not concise, varied, and incomprehensible

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Language 30%

Excellent (A+, A, A-)

Style and tone are highly appropriate

Good (B+, B, B-)

Style and tone are appropriate

Fair (C+, C, C-)

Style and tone are somewhat appropriate

Marginal (D)

Style and tone are generally inappropriate

Failure (F)

Style and tone are totally inappropriate

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Language 30%

Excellent (A+, A, A-)

Paragraph development and ideas are very coherently linked

Good (B+, B, B-)

Paragraph development and ideas are coherently linked

Fair (C+, C, C-)

Paragraph development and ideas are somewhat coherently linked

Marginal (D)

Paragraph development and ideas are generally not coherently linked

Failure (F)

Paragraph development and ideas are not at all coherently linked

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Executive summary very effectively expressed

Good (B+, B, B-)

Executive summary effectively expressed

Fair (C+, C, C-)

Executive summary is somewhat acceptable

Marginal (D)

Executive Summary provided but poorly written

Failure (F)

Executive summary is either missing or provided but very poorly written

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Introduction of the memo report is very effectively developed

Good (B+, B, B-)

Introduction of the memo report is included and developed

Fair (C+, C, C-)

Introduction of the memo report is included, but not adequately developed

Marginal (D)

Part of the introduction is not logically developed

Failure (F)

Introduction of the memo report is either missing or included but fails to achieve its purpose

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Findings are very relevant & clear and very effectively expressed

Good (B+, B, B-)

Findings are relevant and clear and expressed clearly

Fair (C+, C, C-)

Findings although to some extent relevant are not clearly expressed

Marginal (D)

Not all findings are relevant & expressed adequately

Failure (F)

Most findings are not relevant and not clearly expressed.

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Conclusion is very effectively expressed

Good (B+, B, B-)

Conclusion is effectively expressed

Fair (C+, C, C-)

Conclusion is somewhat acceptable

Marginal (D)

Conclusion is provided but poorly written.

Failure (F)

Conclusion is either missing or provided but very poorly written

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Recommendation(s) is/are very effectively expressed

Good (B+, B, B-)

Recommendation(s) is/are effectively expressed

Fair (C+, C, C-)

Recommendation(s) is/are somewhat acceptable

Marginal (D)

Recommendation(s) is/are provided but poorly written.

Failure (F)

Recommendation(s) is/are either missing or provided but very poorly written

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Heading-sub-headings are very effectively used

Good (B+, B, B-)

Heading-sub-headings are effectively used

Fair (C+, C, C-)

Heading-sub-headings are used but exhibit some inconsistency

Marginal (D)

Heading-sub-headings exhibit quite a lot inconsistency

Failure (F)

Heading-sub-headings are incorrectly used or hardly used

Assessment Task

Assessment Task 2 (30%)

Business Report

Criterion

Format and organization 30%

Excellent (A+, A, A-)

Reference list is written in completely correct format

Good (B+, B, B-)

Reference list is written in correct format

Fair (C+, C, C-)

Reference list is written in somewhat correct format

Marginal (D)

Reference list is provided but not written in correct format

Failure (F)

Reference list is missing

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Ideas

Excellent (A+, A, A-)

Very useful ideas

Good (B+, B, B-)

Useful ideas

Fair (C+, C, C-)

Somewhat useful ideas

Marginal (D)

Poor ideas

Failure (F)

Very poor ideas

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Objectives

Excellent (A+, A, A-)

Completely achieved meeting objective(s)

Good (B+, B, B-)

Largely achieved meeting objective(s)

Fair (C+, C, C-)

Somewhat met some of the meeting objective(s)

Marginal (D)

Hardly achieved any meeting objectives

Failure (F)

Did not achieve meeting objective(s) at all

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Contribution

Excellent (A+, A, A-)

Totally adequate contribution for role

Good (B+, B, B-)

Adequate contribution for role

Fair (C+, C, C-)

Somewhat adequate contribution for role

Marginal (D)

Inadequate contribution for role

Failure (F)

Hardly any contribution for role

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Research and analysis of the issues

Excellent (A+, A, A-)

Evidence of very adequate research and analysis of issues

Good (B+, B, B-)

Evidence of adequate research and analysis of issues

Fair (C+, C, C-)

Limited evidence of research and analysis of issues

Marginal (D)

Lacks evidence of research and analysis of issues

Failure (F)

No evidence of research and analysis of issues

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Ability to identify bottom line

Excellent (A+, A, A-)

Very sensitive in identifying bottom line

Good (B+, B, B-)

Sensitive in identifying bottom line

Fair (C+, C, C-)

Somewhat sensitive in identifying bottom lines

Marginal (D)

Somewhat insensitive in identifying bottom lines

Failure (F)

Unable to identify bottom lines

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Show willingness to concede

Excellent (A+, A, A-)

Handled very well

Good (B+, B, B-)

Handled adequately

Fair (C+, C, C-)

Somewhat handled adequately

Marginal (D)

Conceded on too few/ too many issues

Failure (F)

Not willing to concede on any issues

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Use negotiation strategies/ tactics

Excellent (A+, A, A-)

Excellent application of suitable strategies/ tactic used

Good (B+, B, B-)

Very good application of suitable strategies/ tactic used

Fair (C+, C, C-)

Some application of strategies / tactic used

Marginal (D)

Unsuitable/hardly any strategies/ tactic used

Failure (F)

No strategies/ tactic used

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Sensitive to needs, wants & desires of others

Excellent (A+, A, A-)

Very sensitive to the needs, wants & desires of others

Good (B+, B, B-)

Sensitive to the needs, wants & desires of other

Fair (C+, C, C-)

Somewhat sensitive to the needs, wants & desires of other

Marginal (D)

Somewhat insensitive to the needs, wants & desires of other

Failure (F)

Very insensitive to the needs, wants & desires of other

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Ability to carry out role

Excellent (A+, A, A-)

Very competently carried out role

Good (B+, B, B-)

Competently carried out role

Fair (C+, C, C-)

Somewhat acceptable role

Marginal (D)

Ineffective role

Failure (F)

Very ineffective role

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Presentation of ideas

Excellent (A+, A, A-)

Very clear and effective presentation of ideas

Good (B+, B, B-)

Clear and effective presentation of ideas most of the time

Fair (C+, C, C-)

Somewhat unclear and ineffective presentation of ideas at times

Marginal (D)

Mostly unclear and ineffective presentation of ideas at most times

Failure (F)

Completely unclear and ineffective presentation of ideas throughout meeting

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Interaction

Excellent (A+, A, A-)

Very effective and natural interaction

Good (B+, B, B-)

Effective and somewhat natural interaction

Fair (C+, C, C-)

Somewhat effective but unnatural interaction at times

Marginal (D)

Ineffective and unnatural interaction at times

Failure (F)

Ineffective and unnatural interaction throughout meeting

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Body language

Excellent (A+, A, A-)

Very suitable body language

Good (B+, B, B-)

Suitable body language at most times.

Fair (C+, C, C-)

Somewhat suitable body language at most times.

Marginal (D)

Unsuitable body language at times.

Failure (F)

Unsuitable body language at most times

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Eye contact

Excellent (A+, A, A-)

Very good eye contact

Good (B+, B, B-)

Adequate eye contact at most times

Fair (C+, C, C-)

Limited eye contact in parts - over dependence on notes.

Marginal (D)

Very little eye contact – reading from notes most of the time

Failure (F)

No eye contact – reading from notes throughout meeting

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Voice quality (pitch, volume and speed)

Excellent (A+, A, A-)

Voice quality very good

Good (B+, B, B-)

Voice quality good

Fair (C+, C, C-)

Voice quality somewhat ineffective in parts

Marginal (D)

Voice quality poor in many parts

Failure (F)

Voice quality very poor in most parts

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Language 30%

Grammar and word choice

Excellent (A+, A, A-)

Hardly any language errors-

Good (B+, B, B-)

Some noticeable language errors

Fair (C+, C, C-)

Many language errors

Marginal (D)

So many language errors that it affects listener's comprehension of the message

Failure (F)

So many language errors that it is very difficult for listener to understand the message –

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Language 30%

Language of meetings

Excellent (A+, A, A-)

Very adequate use of meeting language

Good (B+, B, B-)

Mostly adequate use of meeting language

Fair (C+, C, C-)

Some use of meeting language

Marginal (D)

Hardly any use of meeting language

Failure (F)

No use of meeting language

Assessment Task

Assessment Task 3 (15%)

Negotiation 2

Criterion

Language 30%

Tentative language

Excellent (A+, A, A-)

Very competent use of tentative language

Good (B+, B, B-)

Competent use of tentative language

Fair (C+, C, C-)

Somewhat competent use of tentative language

Marginal (D)

Hardly any tentative language used

Failure (F)

No tentative language used

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

Content & Organization 25%

- Introduction
- Greeting
- Attention getter
- Topic
- Purpose/Preview

Excellent (A+, A, A-)

Very effectively sets the stage for the presentation. Has all the required elements.

Good (B+, B, B-)

Effectively sets the stage for the presentation. Has most of the required elements.

Fair (C+, C, C-)

Somewhat sets the stage for the presentation. Some elements missing.

Marginal (D)

Somewhat does not set the stage for the presentation. Quite a few elements missing

Failure (F)

Does not set the stage. Most elements missing

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

Content & Organization 25%

Body

Excellent (A+, A, A-)

Completely adequate information

Good (B+, B, B-)

Adequate information

Fair (C+, C, C-)

Somewhat adequate but just some points glossed over

Marginal (D)

Somewhat inadequate information. Majority of points glossed over

Failure (F)

Inadequate information, all points glossed over

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

Content & Organization 25%

Conclusion

Excellent (A+, A, A-)

Concludes very strongly

Good (B+, B, B-)

Moderately strong ending

Fair (C+, C, C-)

Somewhat weak ending

Marginal (D)

Weak ending

Failure (F)

No ending

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Fluency

Excellent (A+, A, A-)

Fluent

Good (B+, B, B-)

Mostly fluent

Fair (C+, C, C-)

Fairly fluent

Marginal (D)

Limited fluency

Failure (F)

Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Grammar

Excellent (A+, A, A-)

Grammatically accurate

Good (B+, B, B-)

Only minor grammar errors

Fair (C+, C, C-)

Frequent grammatical errors

Marginal (D)

Excessive grammatical errors

Failure (F)

Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Pronunciation

Excellent (A+, A, A-)

Natural pronunciation

Good (B+, B, B-)

Pronunciation mostly clear

Fair (C+, C, C-)

Pronunciation affects listener comprehension

Marginal (D)

Pronunciation unclear

Failure (F)

Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Transitionals

Excellent (A+, A, A-)

Transitionals natural

Good (B+, B, B-)

Transitionals adequate

Fair (C+, C, C-)

Moderate use of transitionals

Marginal (D)

Transitionals barely used

Failure (F)

Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Tone

Excellent (A+, A, A-)

Highly positive & persuasive

Good (B+, B, B-)

Moderately positive/ persuasive

Fair (C+, C, C-)

Slightly persuasive

Marginal (D)

Barely persuasive

Failure (F)

Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

LANGUAGE 20%

Vocalized pauses (uh, well uh, um)

Excellent (A+, A, A-)

No vocalized pauses noticed

Good (B+, B, B-)

Hardly any vocalized pauses noticed

Fair (C+, C, C-)

Some vocalized pauses noticed

Marginal (D)

Many vocalized pauses noticed

Failure (F)

"Fluency, accuracy, pronunciation and use of transitional language impede audience comprehension; not persuasive; too many vocalized pauses noticed"

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Pace

Excellent (A+, A, A-)

Natural pace

Good (B+, B, B-)

Pace occasionally erratic

Fair (C+, C, C-)

Speed interferes with comprehension and/or audience interest

Marginal (D)

Erratic pace distracts

Failure (F)

Pace impedes audience comprehension

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Voice/ volume

Excellent (A+, A, A-)

Natural volume

Good (B+, B, B-)

Volume occasionally variable

Fair (C+, C, C-)

Inaudible at times

Marginal (D)

Volume inadequate

Failure (F)

Volume impedes audiences comprehension

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Cue cards

Excellent (A+, A, A-)

Unobtrusive use of cue

Good (B+, B, B-)

Some dependence on cue cards/notes

Fair (C+, C, C-)

Too dependent on cue cards/ notes. Reading in some parts.

Marginal (D)

Over use of cue cards/notes. Reading in many parts

Failure (F)

Totally dependent on cue cards/ notes. Reading all the time.

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Eye Contact

Excellent (A+, A, A-)

Constant eye contact

Good (B+, B, B-)

Partial eye contact

Fair (C+, C, C-)

Periodic eye contact

Marginal (D)

Minimal eye contact

Failure (F)

No eye contact

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Facial Expressions

Excellent (A+, A, A-)

Very appropriate expression, no deadpan or conflicting expression

Good (B+, B, B-)

Appropriate expressions, Hardly any deadpan or conflicting expressions

Fair (C+, C, C-)

Occasionally demonstrates either a deadpan OR conflicting expression during presentation

Marginal (D)

Occasionally displays both a deadpan and conflicting expression during presentation

Failure (F)

Has a deadpan expression and/or shows a conflicting expression during entire presentation

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Gestures

Excellent (A+, A, A-)

Very natural hand gestures are demonstrated

Good (B+, B, B-)

Natural hand gestures are demonstrated

Fair (C+, C, C-)

Hand gestures at times unnatural

Marginal (D)

Hand gestures unnatural most of the time

Failure (F)

No gestures are noticed

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Enthusiasm

Excellent (A+, A, A-)

Demonstrates a strong positive feeling about topic during entire presentation

Good (B+, B, B-)

Demonstrates a strong positive feeling about topic during most of the presentation

Fair (C+, C, C-)

Occasionally shows positive feelings about topic

Marginal (D)

Shows hardly any interest in the topic during most of the presentation

Failure (F)

Shows absolutely no interest in topic during entire presentation

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Posture

Excellent (A+, A, A-)

Stands up straight with both feet on the ground during entire presentation

Good (B+, B, B-)

Stands up straight with both feet on the ground during most of the presentation

Fair (C+, C, C-)

Occasionally slums during presentation

Marginal (D)

Slums quite a lot during the presentation

Failure (F)

Slums during whole presentation

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

DELIVERY 25%

Time frame

Excellent (A+, A, A-)

Very well managed

Good (B+, B, B-)

Suitable length

Fair (C+, C, C-)

Slightly too short/long

Marginal (D)

Presentation is too short/ too long

Failure (F)

Presentation is far too short

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

Team frame

Excellent (A+, A, A-)

Very well managed

Good (B+, B, B-)

Suitable length

Fair (C+, C, C-)

Slightly too short/long

Marginal (D)

Presentation is too short/ too long

Failure (F)

Presentation is far too short

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

TEAM WORK 10%

co-operation
among team members

transition between speakers

Excellent (A+, A, A-)

Strong teamwork

Smooth transition between speakers

Good (B+, B, B-)

Mostly smooth teamwork

Mostly smooth transition between speakers

Fair (C+, C, C-)

Weak team co-ordination

Weak handover between speakers

Marginal (D)

Interruptions with teamwork

Poor handover between speakers

Failure (F)

Teamwork very weak

No handover between speakers

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

VISUAL AIDS 10%

- Relevance
- Design
- Handling

Excellent (A+, A, A-)

Very well executed & managed. Enhances presentation a lot.

Good (B+, B, B-)

Mostly well executed & managed. Enhances presentation.

Fair (C+, C, C-)

Partly well executed & managed. Somewhat enhances presentation.

Marginal (D)

Weakly executed and managed. Adds nothing to presentation.

Failure (F)

Poorly executed and managed. Adds nothing to presentation.

Assessment Task

Assessment Task 4 A (15%)

Team Oral Presentation

Criterion

Qs & As 10%

Handling & content

Excellent (A+, A, A-)

Strong rapport with questioner; Complete answers

Good (B+, B, B-)

Good interaction with questioner; Mostly complete answers

Fair (C+, C, C-)

Weak interaction with questioner; Inadequate answer

Marginal (D)

Questions handled poorly and/or not fully answered

Failure (F)

Failed to answer questions

Assessment Task

Assessment Task 4 B (10%)

Oral Presentation Self Evaluation

Criterion

Self Evaluation of Presentation

ContentKey features

Objective reflection

Balanced comments

Specific description

Constructive advice

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 4 B (10%)

Oral Presentation Self Evaluation

Criterion

Self Evaluation of Presentation

Organization

Logical grouping

Logical sequence

Coherent linking

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 4 B (10%)

Oral Presentation Self Evaluation

Criterion

Self Evaluation of Presentation

Language

Accurate

Appropriate

Clear, concise

Helpful, constructive

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 4 B (10%)

Oral Presentation Self Evaluation

Criterion

Data Collected for Presentations

Attended

Quality

Quantity

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 4 B (10%)

Oral Presentation Self Evaluation

Criterion

Evidence of Preparation for Presentation

Outline

Note cards

Power point slides

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 5 (15%)

Quiz

Criterion

Sufficient evidence of achieving the stated CILOs

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 5 (15%)

Quiz

Criterion

Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 5 (15%)

Quiz

Criterion

Some evidence of achieving the stated CILOs

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 5 (15%)

Quiz

Criterion

Marginal familiarity with the subject knowledge

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Assessment Task

Assessment Task 5 (15%)

Quiz

Criterion

Little evidence of familiarity with the subject knowledge

Excellent (A+, A, A-)

Excellent

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Fair

Marginal (D)

Below average

Failure (F)

Poor

Part III Other Information

Keyword Syllabus

Strategic Communication: Interpersonal communication; communicative competence; organizational and audience awareness; critical thinking skills; audience interaction and principles, business report, participating in and conducting professional meetings, negotiations and oral presentations,

Reading List

Compulsory Readings

Title	
1	Power point slides and notes provided by Lecturer

Additional Readings

Title	
1	Biennu, S Sherron & Timm, P. (2002). Business Communication: Discovering Strategy, Developing Skills. New Jersey: Pearson Education.
2	Hartley. P, & Bruckmann, C. G. (2008). Business Communication. London: Routledge.
3	Argenti , P. A. (20 13). Corporate Communication (6th ed.) New York: Irwin McGraw Hill, Inc.
4	Miller, K. & Barbour,J. (2015). Organizational Communication: Approaches and Processes. (7thEd.). Cengage Learning Stamford, U.S.A.
5	Roger Fisher and William Ury. (2011). Getting to Yes: Negotiating Agreement Without Giving (3 ed.), New York, NY: Penguin Books.
6	Roy J. Lewicki et al (2007). Essentials of Negotiation (4 ed.), New York, NY: McGraw-Hill/Irwin
7	O’ Hair, D., Friedrich, G. W., & Dixon, L. D. (2011). Strategic Communication in Business and the Professions (7th ed.). Boston: Houghton Mifflin.
8	Guffey, M. E., Du-Babcock, B., & Loewy, D. (2016). Essentials of Business Communication, (Asia 3rd ed.);