

# EN4564: STRATEGIC BUSINESS COMMUNICATION IN ENGLISH

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## Effective Term

Semester A 2022/23

## 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.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	<p>Applying the Strategic Communication Model in all business communication situations</p> <p>Students learn to apply the five components of the communication model.</p>	1, 2, 3, 4, 5	Throughout the course
2	<p>Planning and using strategies and tactics for successful negotiations in business meetings</p> <ul style="list-style-type: none"> <li>- The activities enable students to use the theory of principled negotiation and the stages of negotiation to plan effective business meetings that requires considerable negotiation.</li> <li>- The students apply the identified language and structure related to negotiation in meeting simulations.</li> <li>- The teaching and learning activities enable students to apply negotiation strategies they learn in the course in a business meeting to achieve the meeting's purpose.</li> <li>- The activities enable students to understand the elements of communication (including body language, voice and word choice) and how they can effect business negotiations. Students critically discuss strategies that worked and did not work and examine why and discuss alternative approaches.</li> </ul>	1, 2, 3	

3		<p>Writing an analytical Business Report</p> <ul style="list-style-type: none"> <li>- The student teams analyse field research data and collaboratively write a business report. They experience issues related to collaborative writing in the work place.</li> <li>- Students are required to critically discuss the feasibility of their business report and persuade their audience(s) to accept their report' s recommendations.</li> </ul>	1, 4	
4		<p>Planning and giving a team oral presentation</p> <ul style="list-style-type: none"> <li>- The student team applies the skills and structures they have learnt and plan and give an effective oral presentation.</li> <li>- Student teams attend real world presentations and critically comment on the positive and negative qualities of the presentations.</li> <li>- The student team writes a critical self-evaluation of their oral presentation in which they identify strengths &amp; weakness and suggest improvements.</li> </ul>	1, 4, 5	

**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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 –

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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 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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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 –

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**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

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**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 slumps during presentation

**Marginal (D)**

Slumps quite a lot during the presentation

**Failure (F)**

Slumps 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

Content Key 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.);