

The Hong Kong Polytechnic University

Subject Code	CBS3281P
Subject Title	Chinese Communication for Hospitality and Tourism Professionals
Credit Value	2
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil. (Year 3 or Year 4)
Objectives	This subject aims to develop students' competence in written and spoken Chinese for effective communication in the professions of hospitality and tourism.
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <p>(a) develop effective communication skills and strategies in both written Chinese and Putonghua in professional context;</p> <p>(b) master the format, organization, language and style of expression of various genres of Chinese practical writing such as notice, memo, letter, news release, publicity materials, reports and proposals;</p> <p>(c) read and write professional documents/articles/report for practical purposes;</p> <p>(d) give formal presentation and engage in formal discussion in Putonghua;</p>
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	<ol style="list-style-type: none"> 1. Written Chinese of context dependent variation for practical purposes <ul style="list-style-type: none"> • Letters of correspondence, application, invitation, thanks, request, make a complaint, response to complaint; • Official notice, email corresponding, instruction, draft of speech, • Press release, introductory leaflet, poster information for publicity 2. Professional related literacy in Chinese <ul style="list-style-type: none"> • Reading of professional essay, reports and proposals; • Writing of professional report and proposal 3. Oral Presentation <ul style="list-style-type: none"> • Power point presentation in formal context • Formal discussion