

## Course Outline

**Course Code** : ES2007D  
**Course Title** : Professional Communication  
**Semester** : Semester 1, AY 2023/2024  
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**URLs** : <https://canvas.nus.edu.sg/courses/48151>

### COURSE DESCRIPTION

Professional Communication is a customized core course for students in NUS Business School (Real Estate) . It has been specially designed with a contextualized professional setting to hone students' writing and oral communication skills to prepare you for the global and dynamic work environment. You will learn to innovate and organize ideas for clear, convincing and effective oral and written messages, present these ideas with linguistic and graphic competence, and deliver messages appropriate for a target audience, context and purpose. The topics covered include interpersonal communication skills, negotiation meeting skills, proposal writing skills, and, presentation skills. The evaluation of competency is based on continuous assessment.

### TEACHING MODE: SIMULATED WORK ENVIRONMENT AND WORKSHOPS AS TUTORIALS

As you start on the module, you will join the simulated workplace in a real estate organisation, DRE Holdings, as a new hire on probation. The 3-hour tutorials simulate training workshops. As the sessions are designed to simulate the corporate workplace environment, your participation is expected to simulate that of a staff in a corporate environment. For this reason, you will be attired in smart casual dress code for work for every tutorial. To find out more about DRE Holdings, your role and dress code for tutorials, visit the blog at <http://blog.nus.edu.sg/es2007d/>.

### FLIPPED CLASSROOM AND INTERACTIVE TUTORIALS

The module adopts the flipped classroom approach. Before each tutorial, refer to the resources on **Canvas - Modules** weekly focus. You are required to read the curated articles or watch screencast lectures on concepts and strategies that will be discussed and practiced in the tutorials. During tutorials, you will participate through discussions, peer evaluation, role-plays and skill practices. The activities are designed as contextually relevant tasks to simulate workplace tasks and projects.

## TUTOR-PROJECT GROUP CONFERENCES

In these conferences, you have the opportunity to discuss your assignments with your tutor in your project teams and these conferences will specifically address your needs and answer your queries. Prepare to ask good questions and share your insights in these sessions.

To benefit from the course, you are required to do the readings and watch the screen casts or videos before each week's lesson. The tutorials will take the forms of workshops where students are expected to engage in discussions, thoughtful feedback-sharing and role-plays to benefit from the learning experience.

## COURSE OBJECTIVES

The course aims to enable you to:

- ✓ apply key communication concepts and principles through audience-centred communication;
- ✓ produce clear, effectively organized, well thought out and convincing business proposals;
- ✓ deliver clear and impactful formal presentations;
- ✓ discuss ideas clearly and confidently at negotiation meetings; and
- ✓ develop effective interpersonal skills.

## ASSESSMENT

Your performance on this module is based on 100% continual assessment (CA). The CA breakdown is as follows:

Negotiation Meeting Role-play	15%
Group Proposal	25%
Group Presentation	30%
Class Participation & Contribution	25%
Video Resume and Learning Reflection	5%
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	100%
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## ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity and honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your tutor.**

## ACCESSIBILITY AND ACCOMODATIONS

If you anticipate or experience physical or academic barriers based on disability and special needs, you are welcome to let your tutor know so that we can discuss options. You are also encouraged to contact the **Disability Support Office** (6516 8115, osayyya@nus.edu.sg) to find out more about reasonable accommodations that may be available and useful for you.

## Course Schedule

*(Refer to the course on Canvas for updated details.)*

Week	Focus & Activity	Pre & Post-class Preparation
W1	Introduction to Professional Communication  Interpersonal & Assertive Communications Skills in the Workplace	<u>Pre-class Prep</u> Read course information. Consider enquiries on the course, and own learning goals.  <u>Post-class Activity</u> Form project group (3-4 members) and negotiation team (2-3 members).  Read Proposal Project Brief. Start brainstorming or seek clarification.

Week	Focus & Activity	Pre & Post-class Preparation
W2	Understanding Interest-based Negotiation Case analysis and role play discussion	<u>Pre-class Prep</u> Reading and screencast on Meeting & Negotiation Skills  <u>Post-class Activity</u> Teams form and norm (get acquainted with project members)  Research project ideas.  Seek clarifications about the project with tutor, where needed
W3	Apply and practice interest-based negotiation Role-play practices in preparation for assessment	<u>Pre-class Prep</u> Reading and screencast on Four Steps of Interest-based Negotiation  <u>Post-class Activity</u> Evaluate techniques and skills from role play practice scenarios
W4	<b>Negotiation Skills Practice</b> Apply and practice Interest-based negotiation. Role play skills practices in preparation for assessment	Evaluate techniques and skills from role play practice scenarios.
W5	<b>Negotiation Role Play Assessment (15%)</b>	<u>Post-Assessment Activity</u> View video and evaluate own negotiation skills.  <u>Post-class Activity</u> Confirm the main ideas for proposal.  Prepare <b>Proposal Outline (5%)</b> for group video conferencing with tutor.
W5.5	<b>Group video conference (25 min)</b> with tutor outside class time before W6's session.  Submit <b>Proposal Outline (5%) 48hrs</b> after the conference.	<u>Pre-conference Prep</u> Draft the <b>Proposal Outline</b> .  <u>Post-conference Activity</u> Start drafting the proposal.

Week	Focus & Activity	Pre & Post-class Preparation
W6	<p><b>Proposal Drafting &amp; Formatting</b> Evaluate samples from different sections of proposals (Critique choice of information, organization, language and format)</p>	<p><u>Pre-class Prep</u> View reading on language of proposal writing.</p> <p><u>Post-class Activities</u> Start writing the proposal on a collaborative document.</p>
Recess	Write the proposal	
W7	<p><b>Executive Summary</b> – features and format</p> <p>Group discussion of sample summaries.</p> <p>Group work to continue writing the proposal.</p>	<p><u>Post-class Activity</u> Edit and format the proposal.</p>
W8	<p><b>Peer Evaluation of Proposal</b></p> <p><b>After receiving peer feedback, continue to edit, format and write the proposal.</b></p>	<p><u>Pre-class Prep</u> Prepare a draft of the proposal for the peer critique. Omit the visual elements for the critique.</p> <p>Submit <b>Group Proposal (25%) on Canvas 72 hours (3 days) after Peer Evaluation.</b></p>
W9	<p><b>Presentation Skills</b> – Engagement using body language and voice</p> <p><b>Presentation Skills</b> – Organising Meaningful Content using Rhetorical Strategies for Target Audience</p> <p>Effective use of PowerPoint slides</p>	<p><u>Pre-class Prep</u> Reading and screencast on presentation skills and storytelling approach</p> <p><u>Post-class Activity</u> Go through screencasts and reading on logline, story structure and recap storytelling approach.</p> <p>Start planning the Group Presentation structure.</p>

Week	Focus & Activity	Pre & Post-class Preparation
Wk 10	Group video conference (25-min) to discuss storyboard of Group Presentation of Proposal.	<p><u>Pre-group conference Prep</u> Brainstorm the storyboard of your group proposal pitch.</p> <p><u>Post-conference Activity</u> Develop the pitch, produce the slides. Brainstorm Q &amp; A questions</p>
Wk 11	<p>Prepare a short group pitch in short notice.</p> <p>(The activity is an authentic simulation of group interviews in the real estate industry.)</p>	<p><u>Pre-class Prep</u> Go through the resources on storytelling techniques.</p> <p><u>Post-class Activity</u> Review and view resources on presenting data, citation in presentation.</p>
W12	<b>Group Presentation – formal presentation with Q &amp; A</b>	<p><u>Post-presentation activity</u> View video and evaluate own and peers’ presentation skills.</p> <p><u>Post-class Activity</u> Create a <b>Video Resume &amp; Reflection video (Assessment - 5%. Upload on Canvas by 18 Nov (Sat), 2359.)</b></p>
W13	<p><b>Feedback on Proposal &amp; Group Presentation</b> <b>25 mins per group</b></p> <ul style="list-style-type: none"> <li>- Obtain feedback from tutor.</li> <li>- Be prepared to ask questions or share comments about the presentation.</li> </ul>	<p>Apply interpersonal communication skills.</p> <p><b>Upload Video Resume &amp; Reflection video (5%) by 18 Nov (Sat), 2359</b></p>