

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

### 1. COURSE TITLE

Academic and Professional Writing

### 2. COURSE CODE

ENGL2027

### 3. NO. OF UNITS

3 Units

### 4. OFFERING DEPARTMENT

Department of English Language and Literature

### 5. PREREQUISITES

Nil

### 6. MEDIUM OF INSTRUCTION

English

### 7. AIMS & OBJECTIVES

- 1) Helping students improve their skills when writing in English for academic and professional purposes; and
- 2) Enhancing students' awareness of the appropriate uses of English in professional or academic contexts apart from everyday life

### 8. COURSE CONTENT

#### I. COMPONENTS OF WRITTEN COMPOSITION

The text as product

The writing process

The social context

Analytical thinking

Preparing students for writing

Computer-assisted writing

#### II. APPLYING WRITING SKILLS: CONTENT DRIVEN

Narrative mode

Defining  
 Persuading  
 Outlining and summarizing  
 Reviewing

**9. COURSE INTENDED LEARNING OUTCOMES (CILOs)**

<b>CILO</b>	<b>By the end of the course, students should be able to:</b>
CILO 1	Evaluate several techniques and devices utilized in academic and professional writing in English
CILO 2	Assess their own progress toward, a particular style and voice in written English
CILO 3	Distinguish between acceptable use and plagiarism when writing assignments

**10. TEACHING & LEARNING ACTIVITIES (TLAs)**

<b>CILO alignment</b>	<b>Type of TLA</b>
CILO 1	- Complete in-class exercises and assignments as preparation for essay-length exercises - Conduct peer review of student drafts
CILO 2	- Do in-class writing exercises, editing and group projects on assigned topics - Complete essay exercises including draft cycles of up to three versions
CILO 3	- Participate regularly in workshops

**11. ASSESSMENT METHODS (AMs)**

<b>Type of Assessment Methods</b>	<b>Weighting</b>	<b>CILOs to be addressed</b>	<b>Description of Assessment Tasks</b>
Short Writing Exercise I	15 %	1, 2, 3	Of the first 5 in-class exercises, students are to choose one to develop into a submittable presentable format that would suit a professional need. (e.g. Writing for the promotion of a product/event, writing a professional invitation, or writing a short story on demand based on specifications from a third party.)
Short Writing Exercise II	15 %	1, 2, 3	Of the second set of 5 in-class exercises, students are to choose one to develop into a submittable presentable format that would suit a professional need. (e.g. Writing a performance report, writing an appeal.) This would be

			substantially more sophisticated than the first set of exercises.
Active and professional participation	10 %	1, 2	Students are required to participate in Moodle forums and in class to assess the abilities to make short written communications that are effective and professional.
Critical Review of Academic Essay	30 %	2, 3	This assesses the students' ability to provide a critical review of an academic work professionally.
Personal Statement	30 %	2, 3	This assesses the students' ability to present him-/herself professionally.

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