

COURSE DETAIL

ADVANCED BUSINESS COMMUNICATION

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

ADVANCED BUSINESS COMMUNICATION

UCEAP Transcript Title

ADV BUSINESS COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course provides communication skills to succeed in the business world. The course materials are based upon authentic examples of companies currently involved in various aspects of modern business. Students read and analyze texts, acquiring and incorporating relevant vocabulary from case texts, developing accuracy and logic in writing, and presenting their research in terms of business development and growth strategies. Specific areas of communication include interpersonal communication, intercultural communication, conflict management and negotiation, written communication, and oral communication.

Language(s) of Instruction

English

Host Institution Course Number

BUSI1802

Host Institution Course Title

ADVANCED BUSINESS COMMUNICATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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