

Minor in Bilingual Corporate Communication (for 3-year curriculum)

Programme Code:

72018-ZBC

Mode:

UGC-funded

No. of Credits Required:

18

Programme Aims:

To equip students with language/sign-mediated and culture-specific communication skills, and knowledge of Corporate Communication conducts and practices, with reference to the rapid growth of globalisation and the multilingual, multicultural environment in Greater China.

Programme Outcomes:

After completing the programme students should be able to achieve the following objectives:

- have a good understanding of corporate communication functions such as internal and external communication, media relations, management- personnel liaison, customer service and corporate identity development;
- articulate the implications of the global spread of bilingualism and globalization of businesses for performing the aforementioned corporate communication functions particularly in the context of Greater China;
- communicate fluently and appropriately in Chinese (including Putonghua) and in English with fellow employees from the mailroom to the boardroom, and with customers, clients and stake holders;
- appreciate respectively within-culture and between-culture variation in communicative norms in the corporate context of Greater China;
- demonstrate their knowledge of the differences in practice and policy of matters related to language and communication among different polities within Greater China and the implications for corporations doing business in the region; and
- project via linguistic and non-linguistic signs the intended corporate identity among its customers and its extended audiences in Greater China.

Admission Information:

All students from UGC-funded degree programmes which offer major/minor options are qualified to opt for this programme except students from BA (Hons) in Chinese and Bilingual Studies.

Programme Officers:

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Curriculum:

There are 11 subjects in the BCC portfolio. If you wish to obtain the Minor in BCC award, you have to complete the subject CBS 376 Functions of Corporate Communication plus five elective subjects.

Subject Code	Subject Title	No of Credits
Compulsory subjects		
CBS376	Functions of Corporate Communication	3
Elective subjects		
CBS374	Bilingual Workshop for Verbal & Non-verbal Communication	3
CBS375	Bilingual Workshop for Parallel Text Drafting	3
CBS377	Translation for Business and Commerce	3
CBS378	Translation for the Media	3
CBS372	Chinese for the Multimedia	3
CBS402	Bilingual Workshop for Internal Corporate Communication	3

CBS403	Bilingual Workshop for External Corporate Communication	3
CBS404	Persuasive Communication in Greater China	3
CBS405	Glocalization & Corporate Communication	3
CBS406	Cultural Signs & Corporate Communication	3
CBS438	Corporate Chinese	3

This subject is one of the subjects in the Bilingual Corporate Communication area that attempts to prepare student for the profession. It is primarily designed to advance students' written communication skills in corporate Chinese where the use of vernacular Chinese (especially Cantonese) is also applicable.