English for Doing Business in Asia – Writing
Online course offered by HKUST on HKMOOC

Introducing strategies for developing your written English communication skills in the context of doing business in Asia

Please click here to view the video introduction

About this course

The use of English for doing business in multinational settings is a fact of life for many business people. And, as Asian economies expand and become more involved in the global economy, having the ability to write clear and concise English is important when exchanging information. This course has two goals. The first is to introduce non-native speakers of English to methods for developing written English language and communication skills for doing business in Asia. The second is to examine the impact of cross-cultural interactions and globalization on English communications. By exploring and participating in a business simulation set in Asia, you will develop the principal skills for effective communication in English when conducting business in China and other Asian countries.

What you'll learn

- Plan, research and structure a piece of writing according to the needs of a specific reader and purpose
- Write a series of coherent and cohesive paragraphs, in which topic sentences containing controlling ideas are expanded with details, examples and explanations
- Identify the purpose of a written document to meet the audience’s needs
- Organize a written document to suit the audience and purpose
- Develop an understanding of cross-cultural issues, style, and genre for business communication purposes
- Plan, research and structure a piece of writing according to the needs of a specific reader and purpose
Instructors

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Length: 7 weeks
Effort: 3-4 hours per week
Level Introductory
Language: English
Video Transcript: English