

THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	: All Undergraduate Programmes (also offered to Full-time HD(ECE) Programme)
Programme QF Level	: 5
Course Title	: Persuasive Communication and Presentation in the Workplace
Course Code	: GEQ2002
Department	: Department of Linguistics and Modern Language Studies (LML) & Centre for Entrepreneurship and Innovation Education (CEIE)
Credit Points	: 1
Contact Hours	: 13 contact hours Classroom/lecture sessions: 6 contact hours Entrepreneurship & Innovation activities by Centre for Entrepreneurship and Innovation Education (CEIE): 6 contact hours Presentation, course debriefing, reflection and group sharing: 1 contact hour
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 2

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Persuasive Communication and Presentation in the Workplace is designed to equip students with the necessary skills to effectively communicate and influence others in the context of entrepreneurship and innovation, as well as to create and deliver compelling workplace presentations. This course combines theory and practice, focusing on the fundamental principles of persuasion, communication techniques, and presentation strategies. Students will engage in effective verbal and non-verbal skills pertaining to the expression, listening, monitoring and evaluating components of professional communication and presentation. The course will equip students with knowledge and techniques of the design, content, organisation, structure, language, delivery, audio-visual aids and critical evaluation of oral presentations for facilitating idea exchanges, enhancing collaboration and driving innovation in entrepreneurial contexts. Students will have opportunities to develop and refine their skills through hands-on workshops, group discussion, case studies and creating videos.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁* Demonstrate understanding of theories in persuasion and their use in the workplace.
- CILO₂* Explain the roles of communication skills in facilitating idea exchanges, fostering collaboration and driving innovation in entrepreneurial contexts.
- CILO₃* Implement essential verbal and non-verbal skills for workplace communication.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Topic 1 Theoretical Foundations (LML) Introduction to theories of persuasive communication and argumentation, such as social judgment theory, cognitive dissonance theory, and argumentation theory: Understanding how the psychological processes and strategies that influence individuals' attitudes, beliefs, and behaviours. Application of the theories and concepts to the communication in the context of entrepreneurship through analysing discourses of persuasive speeches, advertisements, or business models.	<i>CILO_{1,2}</i>	Illustrating the theories and concepts through online videos and virtual discussion platforms. (1 contact hours)
Topic 2 Persuasive Techniques and Strategies (LML)	<i>CILO_{1,3}</i>	Illustrating concepts and demonstrating the

Persuasive techniques and strategies, including understanding the concepts of social proof, and reciprocity and authority; and the strategies for building trust and credibility, handling objections and framing. Understanding importance of honesty, transparency, and consistency in building trust and learning techniques such as providing evidence, citing reliable sources, and using testimonials to enhance credibility in entrepreneurial activities. Learning how to anticipate and address objections effectively through using techniques such as active listening, empathetic responses, providing counterarguments, and offering solutions in entrepreneurial negotiation. Learning how to shape attitudes and decisions by using techniques such as highlighting benefits, emphasising values, using emotional appeals, and employing positive or negative framing to demonstrate leadership in entrepreneurship and innovation.		techniques and strategies by role play, online videos and case studies. A guest lecture conducted by a public speaking specialist or an industrial psychologist. (6 contact hours)
Topic 3 Workshops on Essential Skills (CEIE) Workshops on fundamental knowledge and skill sets, including hard and soft skills, such as presentation skills, personal image building, communication skills, etc. in the context of entrepreneurship and innovation. Essential skills for conveying information, ideas, and proposals in a clear, engaging, and persuasive manner; and techniques for structuring presentations, creating visual aids, delivering with confidence, and engaging the audience through effective body language and storytelling, specifically for entrepreneurial purposes. The importance of personal branding and image building in various entrepreneurial spheres, including professional settings; and strategies for developing a professional image, including dressing appropriately, projecting confidence, and cultivating a positive online presence.	<i>CILO</i>_{1,2,3}	Hands-on workshops conducted by practitioners, including but not limited to KOLs, YouTubers and marketing professionals on social media marketing, live streaming, etc.. (6 contact hours)

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Business presentation video (Group) Students are required to create a video in which they apply the concepts/theories and communication skills they learned in a business presentation that focuses on a specific topic. Students are expected to 1) work in a group of 4-6, with each student contributing at least 5 minutes of presentation time; 2) select an entrepreneurial topic related to starting a business, marketing strategies, pitching a product or service, or other relevant areas; 3) apply the persuasive techniques, strategies, and communication concepts learned during the course to the presentation; and 4) demonstrate effective and appropriate verbal and non-verbal communication skills. This task will be assessed based on both individual contribution (70%) and the produced video (30%). Members within the same group may receive various grades for this assignment. Assessment is based on the following aspects: (a) Addressing the Task (b) Understanding, Analysis, Synthesis, and Application of Knowledge (c) Argumentation (d) Structure/Organisation (e) Delivery (f) Mechanics	100%	<i>CILO_{1,2,3}</i>
(b) Reflection and evaluation of activities attended (500 words) Students are required to complete an assessment form with a 500-word reflection at the end of course to identify a key knowledge or skill learnt from the E&I activity and describe how it would enhance: (a) their skills of analysis to identify strategies (b) their innovation For details and assessment of the E&I activities organised by CEIE, please refer to the supplementary information which is available at https://ceie.eduhk.hk/ei-activities-supporting-ge-curriculum/.	Pass/Fail	<i>CILO_{1,2,3}</i>

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Nil

7. Recommended Readings

Cialdini, R. B. (2021). *Influence: Science and practice* (6th Ed.). Pearson.

Crossman, J. (2023). *Workplace communication promoting workplace wellbeing and interpersonal relationships in multicultural contexts*. Routledge.

DeSmet, P. M. (2020). Persuasive communication in organizations: The power of storytelling. *Journal of Organizational Change Management*, 33(2), 240-256.

Fahnestock, J., & Harris, R. A. (Eds.) (2023). *The Routledge handbook of language and persuasion*. Routledge.

Frymier, A. B. (2021). *Persuasion: Integrating theory, research, and practice*. Kendall Hunt Publishing.

Huang, L. N., & Lin, Y. (2021). Persuasive strategies in business negotiations: A systematic literature review. *Frontiers in Psychology*, 12, 682176.

Hogan, K. (2018). *The psychology of persuasion: How to persuade others to your way of thinking*. Pelican Publishing.

Klaff, O. (2021). *Flip the script: Getting people to think your idea is their idea*. Portfolio.

Mikkola, L., & Valo, M. (Eds.) (2020). *Workplace communication*. Routledge.

Pink, D. H. (2018). *To sell is human: The surprising truth about moving others*. Riverhead Books.

Reynolds, G. (2018). *Presentation Zen: Simple ideas on presentation design and delivery* (3rd Ed.). New Riders.

Wahl, S. T., & Morris, E. (2026). *Persuasion in your life*. Routledge.

8. Related Web Resources

Mind Tools:

www.mindtools.com

Toastmasters International- Tips for public speaking:

<https://www.toastmasters.org/resources/public-speaking-tips>

9. Related Journals

Communication Monographs
Journal of Applied Communication Research
Journal of Business Communication
Journal of Business and Technical Communication
Journal of Organizational Behavior
Journal of Occupational and Organizational Psychology
Journal of Persuasion and Social Psychology
Management Communication Quarterly

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Nil

14 May 2026