UNIVERSITI TEKNOLOGI MARA
BAP455: PRINCIPLES OF COMMUNICATION (ARABIC LANGUAGE)

Course Name (English)	PRINCIPLES OF COMMUNICATION (ARABIC LANGUAGE) APPROVED
Course Code	BAP455

MQF Credit	3

Course Description	This course introduces students to the concepts, fundamentals and strategies of communication. It also describes the forms of communication. In addition, students are introduced to the process of communication, its function and its impact on the society. Students will also be exposed to the role and impact of media in communication.

Transferable Skills	Demonstrate professional skills, knowledge and competencies

Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Discussion, Presentation

CLO	CLO1	Explain the relationship between concepts and categories of communication by providing current examples of communication
	CLO2	Demonstrate confidence in social communication skills in producing discussion simulations
	CLO3	Demonstrate clarity and confidence in orally presenting ideas related to communication processes through oral presentation

Pre-Requisite Courses	No course recommendations

Topics
1. Concepts and basics of communication 1.1) Introduction to communication and the history of its emergence 1.2) Concepts, definitions, characteristics and categories of communication 1.3) Verbal and non-verbal communication 1.4) Communication and IT
2. Communication Category 2.1) Intra-personal 2.2) Interpersonal 2.3) Group 2.4) Organizations 2.5) Mass
3. The process of communication 3.1) Communication models 3.2) Communication functions 3.3) Theory of effective communication and development

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students work in groups to complete an assignment on the theory of communication	30%	CLO2
	Presentation	Students work in groups to complete a assignment to promote a product of their choice	40%	CLO3
	Writing Test	Part A : True and False - 10 questions. Part B : Multiple choice - 10 questions. Part C : Short answer - 5 question.	30%	CLO1

Reading List	Recommended Text	• Stephen M. Croucher. 2016, *Understanding Communication Research Methods*, Routledge San Diego
	Reference Book Resources	• Bashir Al-I'lak. 2014, *Nazhoriaat Al-ittisol- Madhol Mutakamil*, Ad-Dar Al-Arabiyah li Ulum Cairo
		• James Seligman . 2016, *Effective Communications*, First Edition . Lubnan: lulu.com;
		• Salih al-'Ali 2015, *Maharat at-Tawasul al-Ijtima'I Usus wa Mafahim wa Qiyam*, Dar al-Yazuri al-'Ilmiyyatt Jordan

Article/Paper List	Reference Article/Paper Resources	• Dr. Mohamed Naseer al-Khuwalih An-Nasyad al-Ittisaliy al-Insaniy wal-Alaqat al-Ijtimaiyyah http://www.siironline.org/alabwab/alhoda-culture/057.html

Other References	• Website *Ahamiyyat Al-Ittisalat wa Taqniyyah Al-Maklumat* , Ministry of communications and Information Technology, Saudi Arabia, Riyadh http://www.mcit.gov.sa/Ar/NationalPlan/P ages/PlanITRole.aspx