



UNIVERSITI TEKNOLOGI MARA

EIC551: WORKPLACE COMMUNICATION

Course Name (English)	WORKPLACE COMMUNICATION APPROVED
Course Code	EIC551
MQF Credit	3
Course Description	This course aims to equip students with communication processes and skills used by individuals and groups in the multicultural workplace. It will also examine how cultural attitudes and beliefs influence differences in communication norms and styles in the workplace. It equips students with skills required to develop constructive relationships in the multicultural workplace as well as interact proficiently in English while maintaining respect and minimizing resentment. It also trains students to develop their own interpersonal skills by using strategies for communicating with others accurately and effectively in the multicultural workplace.
Transferable Skills	Verbal skills and writing skills.
Teaching Methodologies	Lectures, Blended Learning, Discussion, Small Group Sessions , Role Play, Peer Practice
CLO	CLO1 Display practical language and linguistic skills in responding to emails in the workplace CLO2 Demonstrate collaborative teamwork and social responsibility in addressing workplace issues in intercultural settings CLO3 Display ethics and professionalism during interactions in intercultural workplace settings
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.0 Introduction to workplace communication skills 1.1) 1.1 Face to face interactions and oral communication 1.2) 1.2 Written communication 1.3) 1.3 Technological driven communication	
2. 2.0 Types of workplace communication - Written communication 2.1) 2.1 Persuasive strategies 2.2) 2.2 Sound reasoning 2.3) 2.3 Building an effective relationship 2.4) 2.4 Appealing to emotions	
3. 3.0 Types of workplace communication - Group communication 3.1) 3.1 Setting the stage for an effective meeting 3.2) 3.2 Managing meeting dynamics 3.3) 3.3 Bringing closure	
4. 4.0 Obstacles to workplace communication 4.1) 4.1 Sources of misunderstanding 4.2) 4.2 Obstacles faced due to cultural differences 4.3) 4.3 Barriers to understanding	
5. 5.0 Interpersonal skills for communication in a multicultural workplace 5.1) 5.1 Preventing misunderstanding 5.2) 5.2 Constructive communication 5.3) 5.3 Resolving misunderstanding	
6. 6.0 Issues in the workplace 6.1) 6.1 Problems faced by management 6.2) 6.2 Problems faced by employees	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Email	30%	CLO1
	Group Project	Recorded Role Play	40%	CLO3
	Presentation	Mock Meetings via VC	30%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Adrian Holliday 2014, <i>Understanding Intercultural Communication</i>, Routledge UK [ISBN: 9780415691307] • Anthony Gutierrez 2014, <i>Effective Communication in the Workplace: Learn How to Communicate Effectively</i>, Continuum London [ISBN: 9781523317967] • George J. Searles 2017, <i>Workplace Communications: The Basics</i>, 7 Ed., Pearson Boston [ISBN: 978013470130] • Houman A. Sadri & Madelyn Flammia 2011, <i>Intercultural Communication: A New Approach to International Relations and Global Challenges</i>, Continuum International Publishing Group New York [ISBN: 978144110309] • Jason S. Wrench 2013, <i>Workplace Communication for the 21st Century</i>, ABC-CLIO USA [ISBN: 9780313396311] • Julia T wood 2013, <i>Interpersonal Communication: Everyday Encounter</i>, 7 Ed., Cengage Learning Boston [ISBN: 978111134640] • Zhu Hua 2013, <i>Exploring Intercultural Communication</i>, Routledge Introductions to Applied Linguistics UK [ISBN: 9780415585514]

Article/Paper List	
	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> • Website BizMove Management Training Institute 2015, <i>How to overcome communication barriers in the workplace</i> , BizMove Management Training Institute, USA https://www.bizmove.com/books/how-to-overcome-communication-barriers-in-the-work place.htm • Website BizMove Management Training Institute 2015, <i>How to conduct successful meetings</i> , BizMove Management Training Institute, USA https://www.bizmove.com/books/how-to-con duct-successful-meetings.htm