



UNIVERSITI TEKNOLOGI MARA

BEL482: BUSINESS AND PROFESSIONAL COMMUNICATION

Course Name (English)	BUSINESS AND PROFESSIONAL COMMUNICATION APPROVED
Course Code	BEL482
MQF Credit	2
Course Description	This is a course for students to develop specific language skills to communicate effectively in work-related contexts. Emphasis is placed on the importance of communicative aspects of conducting discussions and meetings. Students will also be taught to interact in discussions and to conduct meetings effectively according to correct meeting procedures.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability. Demonstrate ability to communicate clearly and confidently, and listen critically. Demonstrate ability to socialize with people from different walks of life. Demonstrate enthusiasm, leadership and the ability to positively influence others. Demonstrate maturity of thoughts when responding to multiple inputs and contexts. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. Demonstrate ability to investigate problems and provide effective solutions. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions. Demonstrate ability to work professionally and contribute positively in a team.
Teaching Methodologies	Lectures, Case Study, Language Enrichment Activities, Discussion, Role Play
CLO	CLO1 Acquire the principles involved in discussions and meetings both in business and professional setting. CLO2 Use communication strategies effectively in discussions and meetings. CLO3 Present information and points of view in a persuasive manner. CLO4 Participate appropriately in discussions and meetings. CLO5 Write documents related to meetings.
Pre-Requisite Courses	No course recommendations
Topics	
1. Purposes, types, characteristics of meetings 1.1) Introduction to the course 1.2) Purpose of meetings 1.3) Types of meetings 1.4) Characteristics of an effective discussion and meeting 1.5) Etiquette for meeting and discussion	
2. Writing the notice/agenda and minutes of a meeting. 2.1) notice and agenda of a meeting 2.2) minutes of a meeting 2.3) note-taking skills (a summary of the main points and decisions made) 2.4) language used in minutes (reported speech, subjunctive structure)	

3. Language of oral interactions

- 3.1) Start and control a meeting/discussion
- 3.2) Make suggestions/motions and amendments
- 3.3) Present opinions and ideas
- 3.4) Give instructions
- 3.5) Agree and disagree
- 3.6) Negotiate
- 3.7) Seek clarification
- 3.8) Justify
- 3.9) Interrupt
- 3.10) Persuade
- 3.11) Summarise
- 3.12) Evaluate
- 3.13) End a meeting/discussion

4. Demonstrating the etiquette for meetings and discussions

- 4.1) Oral discussions - turn taking, brainstorming strategies, problem solving

5. Building group dynamics

- 5.1) Practice Session - Group discussions
- 5.2) Informal and formal meetings
- 5.3) Feedback

6. Understanding roles of chairperson, secretary and members

- 6.1) Role of Chairman, Secretary, committee member

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Attendance & Assignments	10%	
	Oral Test	• Mock meeting - Informal, notice and agenda of meeting - Group of 6-7 students - 20 minutes preparation and 20 minutes presentation	20%	CLO1 , CLO2 , CLO3 , CLO4
	Oral Test	• Mock meeting – Formal case-study, notice and agenda of meeting - Group of 6-7 students - 30 minutes preparation and 30 minutes presentation	30%	CLO1 , CLO2 , CLO3 , CLO4
	Written Report	• Write minutes - 1 document of minutes of the mock meeting per group	10%	CLO5

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Ponniah,K.et.al 2009, <i>A Practical Guide ToMeetings and Discussios</i>, 2 Ed., , Kuala Lumpur;MacGraw-Hill [ISBN:] • Longman 2005, <i>Longman Dictionary of Contemporary English (international Edition) (with Cd) (new Edition)</i>, 4 Ed., Longman England [ISBN: 1-405-81130-7] 	<ul style="list-style-type: none"> • Smith,T.E 2001, <i>Meeting Management</i>, Ed., , Upper Saddle River,NJ:Prentice Hall [ISBN:] • Mackey,Daphne 2004, <i>Send Me A Message</i>, Ed., , New York;McGraw-Hill [ISBN:] • Parkinson,Dilys 2005, <i>Oxford Business English Dictionary for Learne</i>, Ed., , Oxford University Press [ISBN:]

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