



## UNIVERSITI TEKNOLOGI MARA

### COM665: INTEGRATED COMMUNICATION PROJECT

<b>Course Name (English)</b>	INTEGRATED COMMUNICATION PROJECT <b>APPROVED</b>
<b>Course Code</b>	COM665
<b>MQF Credit</b>	20
<b>Course Description</b>	Integrated communication project investigates the logic, methods and practice of case study research. The craft of case study research will be structured through reading, writing, and discussion on theoretical and methodological issues and through applying the acquired understanding to a case study research project of their own.
<b>Transferable Skills</b>	Communication skills, motivation/initiative skills, interpersonal skills, leadership skills
<b>Teaching Methodologies</b>	Case Study, Reading Activity, Discussion, Presentation, Supervision, Performance
<b>CLO</b>	CLO1 Integrate the logic, theory, and uses of case study research that draws descriptive or causal inference CLO2 Construct application of theoretical elements that relate to organizational vision, promoting positive work cultures or fostering organizational learning CLO3 Demonstrate effective leadership through a variety of case examples of individuals and of organizations CLO4 Integrate positive values, attitude, ethic and professionalism
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Practical training</b> 1.1) N/A	
<b>2. Practical training</b> 2.1) N/A	
<b>3. Practical training</b> 3.1) N/A	
<b>4. Practical training</b> 4.1) N/A	
<b>5. Practical training</b> 5.1) N/A	
<b>6. Practical training</b> 6.1) N/A	
<b>7. Practical training</b> 7.1) N/A	
<b>8. Practical training</b> 8.1) N/A	
<b>9. Practical training</b> 9.1) N/A	
<b>10. Practical training</b> 10.1) N/A	
<b>11. Practical training</b> 11.1) N/A	
<b>12. Practical training</b> 12.1) N/A	

**13. Practical training**

13.1) N/A

**14. Practical training**

14.1) N/A

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Preparing the case	20%	CLO1
	Assignment	Finalising the case	20%	CLO3
	Assignment	Drafting the case	30%	CLO2
	Assignment	presentation	30%	CLO4
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>Dass, Laura Christ, Masturah Alias, Naginder kaur, Nalini Arumugam, Noorkhida Abdul Murad, and Surina Nayan 2015, <i>Step Up Academic Writing Skills</i>, UiTM</li> </ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	<ul style="list-style-type: none"> <li>Book Ahmad, Jasmine, Nor Suziwana Tahir, and Yarini Ahmad 2015, <i>101 FAQs on Research for Undergraduates (with Pocket guide)</i> , UiTM</li> </ul>			