UNIVERSITI TEKNOLOGI MARA

COM655: INTERNSHIP

Course Name (English)	INTERNSHIP APPROVED
Course Code	COM655

MQF Credit	12

Course Description	Internship is designed to provide all final year students to gain experience in a professional work environment in the field of communication and media studies. Students will have the opportunity to practice and apply knowledge and skills in various actual environments. During the internship, students will be assigned to the mass media organizations, the media supporting industries of public relations and advertising, business industries, educational institutions, non-governmental and social services organizations, or other agencies involved in the appropriate communication activities. Compulsory supervision, meetings and evaluation are part of internship requirements. At the end of the training, students will submit a report to the faculty on the required information related to their internship for overall evaluation.

Transferable Skills	Critical thinking, problem solving, panning and presentation skills

Teaching Methodologies	Industrial Training, Case Study, Discussion, Presentation, Supervision

CLO		
	CLO1	Construct problem solving skills in work related to communication and media field.
	CLO2	Perform skills and techniques at workplace related to communication and media fields.
	CLO3	Demonstrate ethics and professionalism in work related to internship in communication and media field.
	CLO4	Demonstrate autonomous learning in work related to internship

Pre-Requisite Courses	No course recommendations

Topics
1. Training 1.1) N/A
2. Training 2.1) N/A
3. Training 3.1) N/A
4. Training 4.1) N/A
5. Training 5.1) N/A
6. Training 6.1) N/A
7. Training 7.1) N/A
8. Training 8.1) N/A
9. Training 9.1) N/A
10. Traaining 10.1) N/A

11. Training   11.1) N/A
12. Training   12.1) N/A
13. Training   13.1) N/A
14. Training/presentation   14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Comprehensive report	50%	CLO1
	Portfolio/Log Book	written all the daily task	15%	CLO2
	Practical	Supervisor report/assessment(industry)	15%	CLO3
	Presentation	Presentation of the report	20%	CLO4

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