UNIVERSITI TEKNOLOGI MARA

FWS661: SCRIPTWRITING PROJECT

Course Name (English)	SCRIPTWRITING PROJECT `APPROVED`
Course Code	FWS661

MQF Credit	20

Course Description	The course provides the students with the opportunity to engage and learn directly from the creative industries by being introduced and inducted by various industry practitioners (known as mentors) of relevant fields. Also known as work-based learning or apprenticeship, the course is designed to allow the students to prepare for the work environment especially in areas that require immediate and skilled talent. The students will be attached to the workplace for the duration of a semester and are expected to gain appropriate knowledge and experience in order to allow them performing effectively within a daily work setting. This notion of experiential learning allows the students to acquire and develop the much needed skills for the 21st century workforce. Throughout the duration of the semester, the students will be under the patronage of respective mentors. Emphasis of the course is on the students' ability to adapt to the working environment and contribute to their respective employers in a professional manner as they learn the trade. The students are expected to perform and contribute whole-heartedly to the companies or organizations they are attached to in order to ensure that the full engagement is experienced. This experience will allow the students to develop their portfolios and establish liaison with the industry practitioners.

Transferable Skills	Creating Ideas, Using various styles of written communication, Editing, Interacting effectively with peers, superiors and subordinates, Accepting responsibility, Working effectively under pressure, Taking initiative in job-related duties, Evaluating personal and professional strength and weakness. The solving problem, Prioritizing tasks, Taking responsibility for decisions, Multi-tasking

Teaching Methodologies	Industrial Training, Supervision, Project-based Learning

CLO	CLO1	Conform to ethical values and professionalism in completing assigned tasks
	CLO2	Initiate effective communication, leadership and teamwork skills in completing assigned tasks
	CLO3	Practice research skills in identifying and addressing relevant problems and their possible resolutions
	CLO4	Demonstrate the ability of managing information independently and acquiring lifelong learning skills
	CLO5	Master managerial and entrepreneurial skills required in working for the creative industries

Pre-Requisite Courses	No course recommendations

Topics
1. Scriptwriting Project 1.1) N/A
2. Scriptwriting Project 2.1) N/A
3. Scriptwriting Project 3.1) N/A
4. Scriptwriting Project 4.1) N/A
5. Scriptwriting Project 5.1) N/A

6. Scriptwriting Project 6.1) N/A
7. Scriptwriting Project 7.1) N/A
8. Scriptwriting Project 8.1) N/A
9. Scriptwriting Project 9.1) N/A
10. Scriptwriting Project 10.1) N/A
11. Scriptwriting Project 11.1) N/A
12. Scriptwriting Project 12.1) N/A
13. Scriptwriting Project 13.1) N/A
14. Scriptwriting Project 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Employer Assessment Report	40%	CLO2
	Journal/Article Critique	Reflective Journal	10%	CLO1
	Portfolio/Log Book	Weekly Log - Records of weekly task	10%	CLO3
	Portfolio/Log Book	Portfolio I - Continuous Draft	20%	CLO4
	Portfolio/Log Book	Portfolio II - Final Draft	20%	CLO5

Reading List	Reference Book Resources	Dawson, P. & Andriopoulos, C. 2017, *Managing change, creativity and innovation*, Harvard Business School Publishing Corporation. USA
		DeFillippi, R. & Wikstrom, P. 2014, *International perspectives on business innovation and disruption in the creative industries: Film, video and photography.*, Edward Elgar Pub Cheltenham, UK:
		Guffey, M.E. & Loewy, D. 2012, *Essentials of business communication. Mason, OH: Cengage Learning.*, Cengage Learning. Mason, OH: Cengage Learning.
		Jones, C. & Lorenzen, M. 2015, *The Oxford handbook of creative industries.*, Oxford University Press. Oxford
		Khaire, M. 2017, *Culture and commerce: The value of entrepreneurship in creative industries*, Stanford Business Books. Stanford
		Hattersley, M.E. & McJannet, L.M. 2007, *Management communication: Principles and practice.*, McGraw-Hill Education. USA
		Masters, A. & Wallace, H.R. 2010, *Personal development for life and work.*, South-Western Educational Pub. Mason, OH
		Ross, A. (2016). The industries of the future. NY, USA: Simon & Schuster. 2016, *The industries of the future.*, Simon & Schuster. NY, USA
		Schwab, K. 2017, *The fourth industrial revolution.*, Crown Business. NY, USA

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