



UNIVERSITI TEKNOLOGI MARA

EAD302: INTRODUCTION TO INTERPERSONAL COMMUNICATION

Course Name (English)	INTRODUCTION TO INTERPERSONAL COMMUNICATION APPROVED
Course Code	EAD302
MQF Credit	2
Course Description	The aim of this course is to help the students understand the concept and a process of interpersonal communication and be a more confident as communicator. Learn communication competence through verbal and non verbal messages, listening and feedback.
Transferable Skills	Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Field Trip, Practical Classes
CLO	CLO1 Define the theories, concepts and processes of interpersonal communication CLO2 Use the knowledge of communication styles, verbal and non verbal messages and its functions in interpersonal communication. CLO3 Apply the knowledge in their studio works and art seminars
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction Interpersonal Communication 1.1) What is communication? 1.2) Types of communication 1.3) Interpersonal Communication	
2. 2. Communication and Self Concept 2.1) Understanding Self- concept in relation to others 2.2) Improving self concept	
3. 3. Verbal Communication 3.1) Verbal codes: Structures, Functions	
4. 4. Non-Verbal Communication 4.1) Nonverbal Codes: Proxemics, Appearance, Gaze, Face, Kinesics, Voice, and Touch	
5. 5. Listening Skills and Responding 5.1) Definition 5.2) Listening process 5.3) Improving listening skills	
6. 6. Listening, Empathy, Assertive, and Feedback 6.1) Active Listening 6.2) Difference between sympathy and empathy 6.3) Effective feedback as a response	
7. 7. Interpersonal communication and Personality Types 7.1) Definition of Personality Traits 7.2) Extraversion 7.3) Emotional Stability 7.4) Agreeableness 7.5) Conscientiousness 7.6) Openness	
8. 8. Presentation 8.1) n/a	

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	20%	CLO1
	Assignment	Assignment 2	20%	CLO2
	Group Project	Final Project	60%	CLO3
Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Adler, R.B., Rosenfeld, L.B. & Towne N 2007, <i>Interplay: The process of Interpersonal communication.</i>, Harcourt Brace Fort Worth, Texas • West, R., & Turner, Lynn H 2010, <i>Introducing Communication Theory</i>, Mc Graw-Hill. New York 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			