



UNIVERSITI TEKNOLOGI MARA

ELS303: COMMUNITY ENGAGEMENT FOR PROFESSIONAL DEVELOPMENT

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| Course Name (English) | COMMUNITY ENGAGEMENT FOR PROFESSIONAL DEVELOPMENT APPROVED |
| Course Code | ELS303 |
| MQF Credit | 3 |
| Course Description | This is a community service learning course that requires students to serve the identified community around them. While engaging with the society, it aims to develop effective communication, ethics and professionalism, and numerical skills. Moreover, this course serves as a platform to enhance leadership, autonomy and responsibility among students when completing their tasks before, during and after their engagement with the society. |
| Transferable Skills | The ability to apply and practice effective communication skills which are relevant and helpful in society while displaying competent leadership ability . |
| Teaching Methodologies | Lectures, Blended Learning, Discussion, Collaborative Learning |
| CLO | <p>CLO1 Demonstrate effective communication skills in engaging with community for professional development.</p> <p>CLO2 Apply numerical skills in procedures related to community engagement for professional development.</p> <p>CLO3 Integrate leadership, autonomy and responsibility in engaging with community for professional development.</p> <p>CLO4 Practice ethics and professionalism in engaging with community for professional development.</p> |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Objectives , Content & Evaluation 1.1) Introduction To Community Engagement 1.2) Concept of service learning activities 1.3) Establishing rapport with community | |
| 2. Idea Pitching 2.1) Brainstorming 2.2) Concept of Idea Pitching 2.3) Different Types of Idea Pitching 2.4) Content and structure of Idea Pitching 2.5) Planning of Activities (Budgeting on actual Activities) | |
| 3. Service Learning Activities 3.1) Definition of Service Learning Activities 3.2) Concept of Service Learning Activities 3.3) Types of Service Learning Activities | |
| 4. Final Report 4.1) Final Report 4.2) Format and Structure 4.3) Feedback Analysis from Questionnaire | |

| Assessment Breakdown | | % | |
|-----------------------|--|---------|--|
| Continuous Assessment | | 100.00% | |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-------------------|------------------------------|-----------------|------|
| | Community Service | Community Service Activities | 20% | CLO3 |
| | Community Service | Community Service Activities | 20% | CLO4 |
| | Community Service | Community Service Activities | 20% | CLO1 |
| | Group Project | Final Report | 30% | CLO2 |
| | Presentation | Idea Pitching | 10% | CLO2 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> Barbara Jacoby 2014, <i>Service-Learning Essentials</i>, John Wiley & Sons [ISBN: 1118627946] |
|--------------------|---|--|
| | Reference Book Resources | <ul style="list-style-type: none"> Stephen Lucas, Paul Stob, <i>The Art of Public Speaking</i>, 13th Ed., Mc Graw-Hill New York [ISBN: 1259924602] Steven A. Beebe, Susan J. Beebe, <i>Public Speaking</i>, 10th Ed. [ISBN: 9780134380919] John Bowden 2011, <i>Writing a Report</i>, 9th Ed., How to Books [ISBN: 9781845284701] Marion Field 2014, <i>Improve Your Written English</i>, Elliot Right Way Books London [ISBN: 9780716023968] Dumlao, R. & Burrack, C 2018, <i>A Guide to Collaborative Communication for Service-Learning and Community Engagement Partners</i>, Stylus Publishing [ISBN: 9781620361092] Cathryn Berger Kaye 2010, <i>The Complete Guide to Service Learning</i>, Free Spirit Pub [ISBN: 9781575423456] |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |