



## UNIVERSITI TEKNOLOGI MARA

### ELS304: PROFESSIONAL COMMUNICATION EXERCISE

|   |  |
|---|--|
| <b>Course Name (English)</b>  | PROFESSIONAL COMMUNICATION EXERCISE <b>APPROVED</b>  |
| <b>Course Code</b>  | ELS304   |
| <b>MQF Credit</b>   | 4  |
| <b>Course Description</b>   | This course aims to engage students with workplace practices. It is designed to equip students with the ability and skills required in the management of projects. Students are introduced to informational aspects of managing, including planning and designing a project, as well as preparing project portfolio. Students are guided by the supervisor(s) through regular meetings to monitor their continuous progress. Through this course, students will be exposed to workplace ethics and professionalism, as well as entrepreneurial skills.             |
| <b>Transferable Skills</b>  | Practical skills<br>Leadership, autonomy, and responsibilities<br>Entrepreneurial skills   |
| <b>Teaching Methodologies</b>   | Blended Learning, Seminar/Colloquium, Discussion, Supervision, Project-based Learning  |
| <b>CLO</b>  | CLO1 Perform essential methods and procedures related to English professional communication discipline<br>CLO2 Initiate entrepreneurial mindsets in performing essential methods and procedures related to English professional communication discipline<br>CLO3 Integrate leadership, autonomy and responsibility in performing essential methods and procedures related to English professional communication discipline<br>CLO4 Display personal skills in performing essential methods and procedures related to English professional communication discipline |
| <b>Pre-Requisite Courses</b>  | No course recommendations  |
| <b>Topics</b>   |  |
| <b>1. Introduction to Project Management</b><br>1.1) Preparing project portfolio<br>1.2) Purpose and objective of the project<br>1.3) Recognition of entrepreneurial opportunity<br>1.4) Project planning and costing<br>1.5) Project scope and limitation<br>1.6) Gantt Chart and project management |  |
| <b>2. Resource searching skills</b><br>2.1) Information searching<br>2.2) Theory, concepts, ideology and opinion related to the project   |  |
| <b>3. Project methodology</b><br>3.1) Project design<br>3.2) Specific method used   |  |
| <b>4. Project development</b><br>4.1) Detail on project development<br>4.2) Detail on technical materials<br>4.3) Unforeseen outcome of limitation  |  |
| <b>5. Project Outcome</b><br>5.1) Discussion of the results and outcomes of the project<br>5.2) Propose recommendations for future enhancement of the project<br>5.3) Portfolio formatting<br>5.4) Poster presentation  |  |



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

  

| Details of Continuous Assessment | Assessment Type    | Assessment Description | % of Total Mark | CLO  |
|----------------------------------|--------------------|------------------------|-----------------|------|
|                                  | Portfolio/Log Book | Project Portfolio      | 10%             | CLO2 |
|                                  | Portfolio/Log Book | Project Portfolio      | 10%             | CLO4 |
|                                  | Portfolio/Log Book | Project Portfolio      | 20%             | CLO1 |
|                                  | Portfolio/Log Book | Project Portfolio      | 30%             | CLO3 |
|                                  | Presentation       | Poster Presentation    | 10%             | CLO1 |
|                                  | Presentation       | Poster presentation    | 20%             | CLO2 |

  

| Reading List | Reference Book Resources  |
|--------------|---|
|              | <ul style="list-style-type: none"> <li>• Gary Thomas, <i>How to Do Your Research Project</i> [ISBN: 9781473948877]</li> <li>• Patrick Forsyth 2019, <i>How to Write Reports and Proposals</i>, Kogan Page [ISBN: 9780749487089]</li> <li>• Miner, Jeremy T., Kelly C. Ball. 2019, <i>Proposal Planning &amp; Writing</i>, 6th Ed., ABC-CLIO [ISBN: 9781440863325]</li> <li>• Schneider, W. Joel, et al. 2018, <i>Essentials of assessment report writing</i>, John Wiley &amp; Sons. [ISBN: 9780471394877]</li> <li>• Charles H. Sides 2017, <i>How to Write and Present Technical Information</i>, ABC-CLIO [ISBN: 9781440855054]</li> <li>• John Bowden 2011, <i>Writing a Report</i>, How to Books [ISBN: 9781845284701]</li> <li>• Richard Freed, Shervin Freed, Joe Romano 2010, <i>Writing Winning Business Proposals, Third Edition</i>, McGraw Hill Professional [ISBN: 9780071742320]</li> </ul> |

  

|                    |   |
|--------------------|---|
| Article/Paper List | This Course does not have any article/paper resources   |
| Other References   | <ul style="list-style-type: none"> <li>• Website International Linguistics Community Online <i>International Linguistics Community Online</i><br/> <a href="https://linguistlist.org/sp/GetWRListing s.cfm?WRAbbrev=Projects">https://linguistlist.org/sp/GetWRListing s.cfm?WRAbbrev=Projects</a></li> </ul> |