



UNIVERSITI TEKNOLOGI MARA

EPC546: PROFESSIONAL COMMUNICATION

Course Name (English)	PROFESSIONAL COMMUNICATION APPROVED
Course Code	EPC546
MQF Credit	4
Course Description	This course exposes students to communication skills required for different professional discourse. Students will use this knowledge to become effective communicators in formal professional settings. These include teleconferencing, interviews, formal discussions, meetings and presentations. In addition, messages, memos, letters, faxes and e-mails will be covered.
Transferable Skills	-Demonstrate ability to communicate clearly and confidently, and listen critically(Effective Communicator) -Demonstrate ability to socialize with people from different walks of life(Responsive) -Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts(Reflective Learner)
Teaching Methodologies	Lectures, Language Enrichment Activities, Simulation Activity, Problem Based Learning (PBL), Discussion
CLO	CLO1 Perform effectively in teleconferencing CLO2 Perform effectively in formal discussions, meetings, and forums CLO3 Write or reply to emails using correct grammatical forms and structures CLO4 Create video resume CLO5 Perform effectively during job interviews
Pre-Requisite Courses	No course recommendations
Topics	
1. The Art of Professional Communication 1.1) Purpose 1.2) Context 1.3) Audience 1.4) Language Forms and Functions 1.5) Validity 1.6) Conformity 1.7) Diversity 1.8) Readability 1.9) Style	
2. Teleconferencing- Strategies of Speaking 2.1) Clarity 2.2) Volume 2.3) Turn-taking 2.4) Pitch	
3. Teleconferencing- Problem solving 3.1) Decision making 3.2) Problem-solving	
4. Evaluation of Teleconferencing 4.1) Developing a company profile 4.2) Addressing challenges in teleconferencing	
5. Meetings 5.1) Constitution of organisation 5.2) Documents for meetings (notices, agenda, minutes) 5.3) Forum	

6. Business Documents- Letters 6.1) Letters of Inquiry 6.2) Reply to inquiry 6.3) Letter of Complaints 6.4) Adjustment letters
7. Business Documents 7.1) Memos and emails 7.2) Inquiry and complaints
8. Meetings 8.1) Roles and responsibilities 8.2) Writing the minutes
9. Evaluation of Meetings 9.1) Preparing the agenda 9.2) Adhering to format
10. Types of Interview 10.1) Preparation 10.2) Documents 10.3) During interview
11. Cover letter and resume 11.1) Preparation
12. Individual Interview 12.1) Analysing job advertisements 12.2) Preparing letter and resume
13. Group Interview 13.1) Preparing for job interviews 13.2) Performing at job interviews
14. Group Interview 14.1) Preparing for job interviews

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	Teleconference	15%	CLO1
	Discussion	Meeting	20%	CLO2
	Presentation	Group	20%	CLO5
	Presentation	Individual	25%	CLO4
	Test	Test	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Ronald B. Adler, Jeanne Marquardt Elmhorst, Kristen Lucas 2012, <i>Communicating at Work: Strategies for Success in Business and the Professions</i>, Mcgraw Hill Higher Education [ISBN: 9780078036804]
	Reference Book Resources	<ul style="list-style-type: none"> Carol M. Lehman and Debbie D. Dufrene, <i>Professional Communications</i> [ISBN: 9781111296254] Steven A. Beebe and Timothy P. Mottet 2012, <i>Business & Professional Communication: Principles and Skills for Leadership</i>, 2nd Edition Ed., Pearson UK [ISBN: 9780205028993] James R. DiSanza, Nancy J. Legge 2011, <i>Business & Professional Communication: Plans, Processes, and Performance</i>, 5th Edition Ed., Pearson UK [ISBN: 9780205721498] Barbara G. Shwom & Lisa G. Snyder 2013, <i>Business Communication: Polishing Your Professional Presence</i>, 2nd edition Ed., Prentice Hall USA [ISBN: 978013305951]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	