



UNIVERSITI TEKNOLOGI MARA

ASM504: COMMUNICATION FOR ADMINISTRATIVE PROFESSIONALS

Course Name (English)	COMMUNICATION FOR ADMINISTRATIVE PROFESSIONALS APPROVED
Course Code	ASM504
MQF Credit	3
Course Description	This course provides a practical introduction to the principles and skills of effective communication in business and professional settings. It attempts to assist students to become better communicators, focusing on communicating in a diverse workforce including international contacts, and to members of different cultures at home. It also prepares students in understanding and adapting to communication and cultural styles different from one's own. The course provides insights and knowledge in cultivating a personal sense of proficiency, achievement and confidence in different types of presentations.
Transferable Skills	Demonstrate ability to communicate clearly and confidently, and listen critically
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation
CLO	<p>CLO1 Apply the concepts of organizational culture, interpersonal skills and group communication skills</p> <p>CLO2 Discuss the concepts of organizational culture, interpersonal skills, group communication skills, the skills of developing, organizing and delivering informative and persuasive presentations.</p> <p>CLO3 Demonstrate the skills of developing, organizing and delivering informative and persuasive presentations</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Communication, Culture, and Work 1.1) Communication in a Diverse Society 1.2) Cultural Differences in International Business 1.3) Diversity and Ethical Issues 1.4) Communication Across Diversity	
2. Interpersonal Strategies and Skills 2.1) Interpersonal Skills and Success 2.2) Sharing Feedback 2.3) Dealing with Difficult People and Situations 2.4) Managing Conflict	
3. Leading and Working In Teams 3.1) The Nature of Teams 3.2) Leadership and Influence in Teams 3.3) Effective Communication in Groups and Teams	
4. Developing and Organizing the Presentation 4.1) Analyzing the situation 4.2) Setting Your Goal and Developing the Thesis 4.3) Organizing the Body 4.4) Planning the Introduction and Conclusion 4.5) Adding Transitions	
5. Verbal and Visual Support in Presentations 5.1) Functions of Supporting Material 5.2) Verbal support 5.3) Visual aids	

6. Delivering the Presentation

- 6.1) Types of delivery
- 6.2) Guidelines for delivery
- 6.3) Question-and-Answer sessions
- 6.4) Speaking with confidence

7. Types of Business Presentations

- 7.1) Informative Presentations
- 7.2) Persuasive Presentations

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assessment 3	20%	CLO3
	Assignment	Assessment 1	20%	CLO2
	Assignment	Assessment 2	20%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> Ronald B. Adler, Jeanne Elmhurst & Kristen Lucas 2013, <i>Communicating at Work: Strategies for Success in Business and the Professions</i>, 11th Edition Ed., 2,5,7,9,10,11,12, McGraw-Hill New York, USA [ISBN: 978-0-07-1318]

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

Other References
<ul style="list-style-type: none"> Book Kitty O. Locker 2003, <i>Business and Administrative Communication</i> , McGraw Hill/Irwin, New York, USA