



UNIVERSITI TEKNOLOGI MARA

COM664: APPRENTICESHIP

Course Name (English)	APPRENTICESHIP APPROVED
Course Code	COM664
MQF Credit	10
Course Description	Apprenticeship is designed to provide all final year students to gain experience in a professional work environment in the field of communication and media studies. Students will have the opportunity to practice and apply knowledge and skills in various actual environments. During the Apprenticeship, students will be assigned to the mass media organizations, the media supporting industries of public relations and advertising, business industries, educational institutions, non-governmental and social services organizations, or other agencies involved in the appropriate communication activities. A supervisor from the faculty will advise on the academic matters to students undergoing the Apprenticeship, in addition to maintaining a two-way communication with the industry supervisor over-seeing the student's works. Students need to perform the appropriate and related works assigned by their industry supervisors while keeping a log of all work tasks given to them. Compulsory supervision, meetings and evaluation are part of Apprenticeship requirements. At the end of the training, students will submit a report to the faculty on the required information related to their apprenticeship for overall evaluation.
Transferable Skills	Problem solving, communication, ethics, professionalism and autonomous learning
Teaching Methodologies	Industrial Training, Discussion, Presentation, Performance, Work-based Learning
CLO	CLO1 Construct problem-solving skills in work related to communication and media field. CLO2 Perform skills and techniques at the workplace related to communication and media fields. CLO3 Demonstrate ethics and professionalism in work related to internship in communication and media field. CLO4 Perform autonomous learning in work related to internship
Pre-Requisite Courses	No course recommendations
Topics	
1. Apprenticeship 1.1) N/A	
2. Apprenticeship 2.1) N/A	
3. Apprenticeship 3.1) N/A	
4. Apprenticeship 4.1) N/A	
5. Apprenticeship 5.1) N/A	
6. Apprenticeship 6.1) N/A	
7. Apprenticeship 7.1) N/A	
8. Apprenticeship 8.1) N/A	

9. Apprenticeship 9.1) N/A
10. Apprenticeship 10.1) N/A
11. Apprenticeship 11.1) N/A
12. Apprenticeship 12.1) N/A
13. Apprenticeship 13.1) N/A
14. Apprenticeship/presentation 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Apprenticeship report prepared by student	50%	CLO4
	Portfolio/Log Book	student to record daily activities in the log book and verify (signed) by the industry supervisor	15%	CLO1
	Practical	Industry's supervisor evaluation	15%	CLO3
	Presentation	presentation of apprenticeship report by student	20%	CLO2

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources