UNIVERSITI TEKNOLOGI MARA

COM661: PRACTICAL TRAINING

Course Name (English)	PRACTICAL TRAINING APPROVED
Course Code	COM661

MQF Credit	8

Course Description	The practical training is designed to provide all final year students with experience in a professional work environment in the field of communication and media studies. Students will have the opportunity to practise and apply knowledge and skills in various actual environments. During the one semester practical training, students will assigned to the mass media organisations, the media supporting industries of public relations and advertising, business industries, educational institutions, non-governmental and social services organisations, or other agencies involved in the appropriate communication activities. A supervisor from the faculty will advise on the academic matters to each student undergoing the training in addition to maintaining a two-way communication with the industry supervisor over-seeing the students works. Students need to perform the appropriate and related works assigned by their employers while keeping a log of all work tasks given to them. Compulsory supervision, meetings and evaluation are part of the training requirements. At the end of the training, students will submit a report to the faculty on the required information related to their practical training for overall evaluation.

Transferable Skills	Communication skills Soft skills

Teaching Methodologies	Industrial Training, Supervision, Performance

CLO	CLO1 Construct problem solving skills in work related t communication and media field.
	CLO2 Demonstrate information management in work related to practical training.
	CLO3 Demonstrate ethics and professionalism in work related to practical training in communication and media field.
	CLO4 Demonstrate autonomous learning in work related to internship.

Pre-Requisite Courses	No course recommendations

Topics
1. Practical training 1.1) N/A
2. Practical training 2.1) N/A
3. Practical training 3.1) N/A
4. Practical training` 4.1) N/A
5. Practical training 5.1) N/A
6. Practical training 6.1) N/A
7. Practical training 7.1) N/A
8. Practical training 8.1) N/A

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

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	5,000 to 6,000-word practical training report.	50%	CLO1
	Portfolio/Log Book	Practical training log book.	15%	CLO2
	Practical	Assessment by the industry supervisor	15%	CLO3
	Presentation	Presentation of the practical training report to the supervisor	20%	CLO4

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