

SUMMARY OF INFORMATION ON EACH COURSE

1.	Name of Course	Effective Communication Skills	
2.	Course Code	DEN 5048	
3.	Status of Course [Applies to (cohort)]	Core	
4.	MQF Level/Stage Note : Certificate – MQF Level 3 Diploma – MQF Level 4 Bachelor – MQF Level 6 Masters – MQF Level 7 Doctoral – MQF Level 8	Diploma – MQF Level 4	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Date of current version: March 2013 Date of Previous Version: November 2010	
6.	Pre-Requisite	Nil	
7.	Name(s) of academic/teaching staff	Tengku Shahrniza Tg Abdul Jalal, Badrul Husin, Sareen Kaur Bhar, Elaine Ang Hwee Chin	
8.	Semester and Year offered	Trimester 1 and Trimester 2	
9.	Objective of the course in the programme : To enhance students’ knowledge on the use of effective communication skills in the workplace		
10.	Justification for including the course in the programme : To equip students with effective communication skills for the workplace		
11.	Assessment Methods and Types :		
	Method and Type	Description/Details	Percentage
	Project	Written Report	15
	Presentation	Oral Presentation	10
	Test	Mock Meeting	15
	Final Exam	Written Examination	60
12.	Details of Course		
	Topics		Mode of Delivery (Lecture)
	Introduction to Communication Principles of effective communication in interpersonal and mass communication process; Verbal and non-verbals (proxemics, kinesics, paralanguage including graphical and numerical communication)		6
	Development of Self Building positive personal qualities of self-esteem, self-image, self-concept and self-confidence; Developing effective interpersonal relationship in workplace		6

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	Communication Skills Public speaking skills; Formal/Informal meeting skills; Discussion and negotiation skills; Job interview skills; Telephone skills		16
	Written Communication Principles of writing emails; Resumes; Formal letters; Business reports		12
	Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning
	Lecture	40	40
	Tutorials	-	-
	Laboratory/Practical	-	-
	Project	0	10
	Presentation	1	3
	Test	1	3
	Final Exam	2	20
	Sub Total	44	76
	Total SLT	120	
13.	Credit Value	3 (120/40=3)	
17.	Reading Materials :		
	Textbooks		
	Reference Material		
	Bovee, C.L., Thill, J. V., & Schatzman, B. E., (2012). Business communication essentials. Pearson Education.		
	Dwyer, J. (2011). The business communication handbook. Australia: Pearson Professional.		
	Goodman, D.J. (2011). Report it in writing. New Jersey: Prentice Hall.		
	Hall, R. (2011). Brilliant presentation: What the best presenters know, say and do Great Britain: Pearson Prentice Hall.		
	Munter, M. (2011). Guide to managerial communication: Effective business writing and speaking. New Jersey: Prentice Hall.		
	Taylor, S. (2012). Model business letters, emails and other business documents. Harlow: Pearson Education Limited.		