

**COURSE INFORMATION**

1 .	Name of Course	Effective Communication Skills	
2 .	Course Code	DEN 5048	
3 .	Type of Course (e.g. : Core, major, elective etc.)	Core	
4 .	Synopsis	This course focuses on oral and written communication specifically on principles of effective communication in interpersonal and mass communication process, verbal and nonverbal communication, emails, memos, resumes, formal letters, business reports, meeting skills, negotiation skills, telephone skills and job interview skills. It also focuses on students' self development including building positive personal qualities for their future careers.	
5 .	Version (State the date of theSenate's approval - previous and the current approval date)	Current: 16 October 2017 Previous: March 2013	
6 .	Name(s) of Academic Staff	Tengku Shahraniza Tg Abdul Jalal, Badrul Husin, Sareen Kaur Bhar, Elaine Ang Hwee Chin	
7 .	Semester and Year Offered	Trimester 1 and 2 Diploma	
8 .	Credit Value	3	
9 .	Pre-Requisite	Nil	
10 .	Objective of the course in the programme: To enhance students' knowledge on the use of effective communication skills in the workplace		
11 .	Justification for including the course in the programme: To equip students with effective communication skills for the workplace		
12 .	Course Learning Outcomes (CLO)	Domain	Level
	CLO1: Explain the principles of effective communication and self development	Cognitive	2
	CLO2: Demonstrate effective oral communication skills	Affective	3
	CLO3: Apply effective writing skills in workplace communication	Cognitive	3

13 .	<b>Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods and Assessment:</b>										
	Course Learning Outcomes (CLO) (Must tally with CLOs in item 12)	Programme Learning Outcomes (PLO)								Teaching Methods	Assessment Method
		P L O 1	P L O 2	P L O 3	P L O 4	P L O 5	P L O 6	P L O 7	P L O 8		
	CLO1 Explain the principles of effective communication and self development					√				Lecture, Group Discussion, Blended Learning	Final Examination
	CLO2 Demonstrate effective oral communication skills					√				Lecture, Group Discussion, Blended Learning	Oral Project
	CLO3 Apply effective writing skills in workplace communication					√				Lecture, Group Discussion, Blended Learning	Written Project Final Examination
	<b>Total</b>					<b>3</b>				Indicate the relevancy between the CLO and PLO by ticking "√" the appropriate relevant box (This description must be read together with standards 2.1.2, 2.2.1, and 2.2.2 in Area 2 – pages 16 & 18 of COPPA 2.0)	
14 .	<b>Transferable Skills:</b> Teamwork, communication skills, and business writing skills										
15 .	<b>Distribution of Student Learning Time (SLT)</b>										
	Course Content Outline	**CLO	Teaching and Learning Activities				Guided Learning (NF2F)*	Independent Learning (NF2F)*	Total SLT		
			Guided Learning (F2F)*								
			*L	*T	*P	*O					
	<b>1. Introduction to Communication</b> Principles of effective communication in interpersonal and mass communication process; Verbal and nonverbal (proxemics, kinesics, paralanguage including graphical and numerical communication)	CLO 1 CLO 2	6				6	6	18		
	<b>2. Development of Self</b> Building positive personal qualities of self-esteem, self-image, self-concept and self-confidence; Developing effective interpersonal relationship in workplace.	CLO 1 CLO 2	3				4	3	10		
	<b>3. Communication Skills</b> Public speaking skills; Formal/Informal meeting skills; Discussion and negotiation skills; Job interview skills; Telephone skills.	CLO 1 CLO 2	12				10	12	34		
	<b>4. Written Communication</b> Principles of Writing; Emails; Memorandums; Resumes; Formal letters; Business reports	CLO 3	8				6	8	22		
	<b>Total SLT</b>								<b>84</b>		
	<b>SUMMATIVE ASSESSMENT</b>										
	<b>1. Continuous Assessment</b>		Percentage %					Total SLT			
	Oral Project		25%					7			
	Written Project		25%					7			
	<b>Total SLT for Continuous Assessment</b>							<b>14</b>			
	<b>2. Final Assessment</b>		Percentage %					Total SLT			
	Final Examination		50%					F2F 2	ILT 20		
	<b>Total SLT for Final Assessment (F2F + NF2F)</b>							<b>22</b>			
	<b>Grand Total</b>		<b>100%</b>					<b>120</b>			
	<b>**Indicate the CLO based on the CLO's numbering in Item 12.</b> <b>*L= Lecture, *T= Tutorial, *P= Practical, *O= Others, F2F*= Face to Face, NF2F*= Non Face to Face</b>										
16 .	Identify Special Requirement to Deliver the Course (e.g., software, nursery, computer lab, simulation room):										
17 .	Main References:										
18 .	<b>Additional References:</b>  Bovée, C. L., Thill, J. V. (2016) Business Communication Today (13th Edition) 13th Edition. Pearson Guffey, M.E. & Loewy, D. (2016). Business Communication Process and Product (9th Ed). Boston, MA, U.S.-Cengage Learning Bolman, Le G. , Garlos, Joan V. (2016) Engagement : transforming difficult relationships at work. Searles, G. J. (2016). Workplace Communications: The Basics (7th Edition). Amazon Guffey, M.E. & Loewy, D. (2015) Essentials of Business Communication (10th Ed). Boston, MA, U.S.-Cengage Learning										