

PROFESSIONAL COMMUNICATION SKILLS 2

ASSESSMENT BRIEF

PROPOSAL (20%)

Assessment: In-Class Business Proposal Test

Group Size: 4 students per group

Purpose: This assessment serves as the foundation for the upcoming pitch and negotiation assessment. Students will individually **write a business proposal** to apply for an RM50,000 entrepreneurial grant based on a **chosen subcategory** within their group's assigned category.

Instructions:

Each student will write a 1-2 page business proposal focusing on a **subcategory** relevant to their **group's assigned category** ([here](#)). For example, if the category is E-commerce, students may choose subcategories like Shopee or Lazada. The proposal must clearly state the problem or issue, provide a solution, and conclude with a strong call to action.

Proposal Structure:

1. Introduction:
 - Clearly introduce your topic and provide background information on the subcategory.
2. Body:
 - **Problem/Issue:** Identify and explain the key problem or gap within the subcategory.
 - **Solution:** Propose a solution that addresses the problem or adds value to the business.
3. Conclusion:
 - Summarize your key points and provide a convincing closing statement that encourages action.

Assessment Format:

Task: Write a business proposal individually (No devices allowed during the test).

Duration: In-class test (1 hour 30 minutes)

Length: 1-2 pages

Mark Distribution:

- Content: 12 marks
- Language: 8 marks

Deadline: Week 5

ASSIGNMENT BRIEF – PITCHING (20%)

SITUATION: Entrepreneurial Pitch for RM50,000 Grant

Based on the written proposal that you have done, you are now required to present it to the panel.

The format of the presentation is as follows:

- **Introduction:**
 - Grab the audience's attention, clearly state your product/service, and outline the purpose of your presentation.
- **Body**
 - **Problem and Solution:** Identify a specific problem or market gap, and explain how your product or service offers a unique solution.
- **Closing:**
 - Deliver a strong call to action, emphasizing the potential return on investment and the product/service's impact.

Additional Notes:

- **Visual Aids:** You may use props or slides. Ensure that your slides contain minimal text and are visually engaging
- **Duration of Pitch:** 3-5 minutes
- **Attire:** Formal

Mark Distribution:

- Content and organisation: 10 marks
- Language features and delivery: 8 marks
- Visual aids: 2 marks

Deadline: Presentations will take place from **Week 7 to Week 9**.

Reminder: Consult your instructor regularly for clarification and feedback.

ASSIGNMENT BRIEF – NEGOTIATION (30%)

Assessment: Event Planning Discussion

Following the selection of a winning pitch from the previous assignment, students will now work together as a group. You will form a partnership to plan an event either within your category or by partnering with another category. The goal is to conduct a structured discussion on how to ensure the success of this event.

You may discuss the following points:

- **Publicity and Promotion:** Strategies to attract attention and market the event.
- **Outcome:** What you aim to achieve through the event.
- **Strengths of Products/Services:** How each product or service from your categories adds value to the event.

Sample events ideas: Baby events, Home and Living, Weddings, Women's Day, Independence Day, Wellness Day (Fun Run, Cycling, etc.)

Task Procedure:

1. **Get to Know Your Partners:** Understand the strengths and goals of your event partners.
2. **Role Play and Prepare for the Discussion:** Simulate a real discussion and come prepared.
3. **Conclusion:** End the discussion with a clear agreement or conclusion on how the event will proceed.

Format:

- **Group Work:** 4-8 students per group
- **Duration:** 30-40 minutes (depending on group size)
- **Attire:** Formal

Mark Distribution:

- Content and organisation (12 marks)
- Language features (9 marks)
- Delivery (9 marks)

Deadline: Discussions will be held from Week 14 to Week 15