

**COMMUNICATION SKILLS 2**  
**SCHOOL OF INFORMATION TECHNOLOGY**  
**2020 S2**

<b>ICA 1 Corporate Culture/Structure</b>	<b>Group</b>	<b>20 marks</b>	<b>Week 5</b>
<b>ICA 2 Resume &amp; Cover Letter</b>	<b>Individual</b>	<b>40 marks</b>	<b>Week 8</b>
<b>ICA 3 Interview Skills</b>	<b>Individual</b>	<b>30 marks</b>	<b>Week 14</b>

<b>ICA 1</b>	<b>Type</b>	<b>Weightage</b>	<b>Due</b>
<b>Corporate Culture/ Structure</b>	<b>Group</b>	<b>20 marks</b>	<b>Week 5</b>

This ICA assesses your ability to prepare and deliver a pitch presentation to effectively sell your ideas.

- Form groups of 4 or 5 members. Each group represents a 'certain' company which you have established. Hence, you need to decide on the following:
  - Company name
  - Nature of business
  - Company logo & marketing slogan/ tagline. Examples of company slogans: MacDonald's: "I'm Lovin' It"; Nike: "Just Do It"; Procter & Gamble: "Touching Lives, Improving Life"
  - Organisational structure
  - Corporate Culture
- Your company has made it to the **2019 Singapore Best Companies to Work For** list. These companies come with some of the best perks and traits geared towards fostering creativity and productivity. They outperform their rivals with high levels of employee engagement and excellent workplace cultures.
- Your company has been invited to do a presentation at a conference to speak on what made your company one of the best companies to work for. The panel of speakers in your company comprises senior management staff and one or two employees. Assign the title and position of each speaker.
- Speaking on why your company is a good place to work for, you should cover the following areas according to the suggested weightage:
  - Introduction (10%)**
    - What does your company do – services/ products offered
    - Company background
    - Current scope of company – number of employees, geographic presence etc.
  - Organisational Structure (20%)**
    - Who is in the management team?
    - Hierarchy and reporting structure
  - Corporate Culture (60%)**
    - Company's mission, vision and values
    - Various aspects of your corporate culture which made your company one of the best companies to work for in Singapore.  
 (Research on corporate culture of existing companies to give you a better idea of norms, rituals, significant symbols, good management practices & policies adopted by companies)
  - Conclusion (10%)**
    - Summary/ Q & A
- Use PowerPoint slides and other visual aids to support your presentation. Wear appropriate smart attire and each speaker has 3 minutes to present his/her part.

ICA 2	Type	Weightage	Due
Resume & Cover Letter	Individual	40 marks	e-Submission Week 12

This ICA assesses your ability to prepare a resume and a cover letter to support your job search.

Assume that you have graduated from your diploma course (and completed National Service if you are a male student) and are now searching for a full-time job.

- Look up job search websites and identify a job which is:
  - Relevant to your course of study
  - A job you are interested in
  - Save the online ad as a file or do a screen capture and save as a file.
- Write an **email cover letter** to the company.  
Your email cover letter should:
  - Observe the etiquette of a formal email
  - Highlight your suitability for the job
  - Include the resume as an attachment
- Prepare a **resume** that is formatted to highlight your value-add and suitability to the prospective employer. Your resume should cover at least the following facts:
  - Course of study
  - Relevant skills and knowledge
  - Relevant work experience (including internship/ Final Year Project experience)
  - Achievements at CCA and other student activities

You should limit your resume to **TWO** A-4 pages.

Note: e-Submission of the following on Week 12:

- Email cover letter
- Resume
- Copy of online job ad

ICA 3	Type	Weightage	Due
Interview Skills	Individual	30 marks	Week 14
<p>This ICA assesses your ability to engage interviewers and leave a positive impression at a job interview.</p> <p>In the earlier ICA, you would have decided on a company and a position in that company to apply for. This assignment is in the context of you being interviewed at that company.</p> <p><b>As an individual candidate</b></p> <ol style="list-style-type: none"> <li>1. Sit through a panel interview. The interviewers are role-played by your classmates from another group.</li> <li>2. Engage the interviewers by answering questions to convince them of your suitability for the job and asking questions. Be appropriately dressed for an interview.</li> <li>3. <u>Preparation</u> Prepare answers to questions which the interviewers are likely to ask. Your answers should highlight your ability to do the job, your value-add to your work-team and your ability to adapt to the company's culture.</li> </ol> <p><b>As a member of the interview panel</b></p> <ol style="list-style-type: none"> <li>1. Form a panel of four to five interviewers. Your panel will interview candidates from another group. Your panel will be interviewing 4 to 5 candidates. Each candidate will be interviewed for 5 minutes.</li> <li>2. Ask questions to find out the candidates' ability to handle the job role, adapt to the workplace culture and handling stress/think-on-the-feet questions. Keep questions within the scope of the job-seeker's expertise and standard level.</li> <li>3. <u>Preparation</u> Prepare 8 -10 questions for each candidate to cover key areas such as capability, adaptability and stress tolerance. Restrict stress tolerance questions to not more than 2. Be prepared to ask leading, mirror or probing questions in response to the answers given by the job candidate.</li> </ol> <p>Work out your roles ahead, e.g. the immediate supervisor, the department manager, the HR manger, the MD, etc. and set aside time for rapport-building, info seeking, info giving and a proper close.</p>			