



FAKULTI PENDIDIKAN PEMBANGUNAN MANUSIA

PROGRAM	DPISR
COURSE NAME	PROFESSIONAL COMMUNICATION
COURSE CODE	EAP 4323
CREDIT HOUR	3
SYNOPSIS	Professional Communication is designed for students who have completed the English language foundation courses ( as offered in Semester 1 to 3 ). It focuses on interactions in job-related situations ranging from general to less-formal to specific and formal ones. Tasks and activities suggested for each situation are discipline based. This course enables students to use the language appropriately, accurately, and effectively in the four language skills of reading, writing, listening and speaking. Towards this end, students are taken through the preparatory stages of various situations or topics to the actual performance of the tasks involved. Fundamental to the approach is the underlying principle that students need to be aware of certain organisational structures of text in order to be able to complete the task assigned successfully and effectively. Thus, the course focuses on the process rather than the end product.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	CHAPTER 1: INTRODUCTION TO COMMUNICATION, NETWORKING, AND CROSS - CULTURAL COMMUNICATION Introduction and personal greetings at the workplace Social norms of introduction, informal and formal introduction Polite forms of introduction
2	CHAPTER 2: SOCIAL LANGUAGE Opening, Maintaining & Closing a Conversation
3	CHAPTER 3: TELEPHONE SKILLS & ETIQUETTES Expressions used when making / taking a call
4	CHAPTER 4: EMPLOYMENT MESSAGE Preparation for Job-hunting, Writing Cover Letters & Resume
5	CHAPTER 5: INTERVIEWS Preparations before, during & after Follow-ups
6	CHAPTER 6: EFFECTIVE MEETINGS Chairing & Participating Skills
7	CHAPTER 7: MEMO WRITING & MINUTES OF MEETING
8	CHAPTER 8: INTRODUCTION TO ORGANISATION Elements to consider when designing an organisational structure Language focus - Phrasal Verbs & Prepositions



9	CHAPTER 9: JOB DESCRIPTIONS Guidelines in writing / understanding a job description Language Focus - Action Verb & Modals
10	CHAPTER 10: PRODUCT DESCRIPTIONS Guidelines in preparing / understanding descriptions of products Language focus - Vocabulary, Simple Present Tense & Modals
11	CHAPTER 11: SERVICE DESCRIPTION Guidelines on preparing / understanding descriptions of services offered Language Focus - Vocabulary, Passive Voice sentences & Simple Present Tense
12	CHAPTER 12: PROCESSES
13	CHAPTER 13: PROCEDURES
14	CHAPTER 14: PRESENTATION SKILLS
References:	Angeline Ranjethamoney Vijayarajoo, Ramesh Nair, Sujatha Menon. Workplace English. 2nd ed. Malaysia: Pearson Prentice Hall. 2008. Faizah Mohamad Nor, Affendi Hj Hashim. Azlan Abd Aziz, Masdinah Alauyah Md Yusof, Mohd Fatmi Shah Mohd Basir, Noor Mala Ibrahim. et.al. English for Professional Communication. Malaysia: Pearson Prentice Hall. 2005. Taylor, S. Communication for Business. 4rd ed. Singapore:: Pearson Prentice Hall. 2005.