FAKULTI TEKNOLOGI DAN KEJURUTERAAN

PROGRAM	DIPLOMA KOMUNIKASI DAN MEDIA
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 organizational 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	**INTRODUCTION TO COMMUNICATION, NETWORKING, AND CROSS -CULTURAL COMMUNICATION** 1.1 Introduction and personal greetings at the workplace 1.2 Social norms of introduction, informal and formal introduction 1.3 Polite forms of introduction 1.4 Skill building 1.5 to introduce – oneself, colleagues, supervisors, clients etc 1.6 to use polite forms of introduction

2	**SOCIAL LANGUAGE**
	2.1 Social interaction in the workplace
	2.2 Aspects of conversation: Opening, Maintaining & Closing
	2.3 Appropriate topics of conversation
3	**SOCIAL LANGUAGE**
	3.1 Skill Building
	3.2 to brainstorm appropriate topics of conversation
	3.3 to list appropriate topics: to agree / disagree, to exchange information
	3.4 to choose appropriate topics of conversation to express: grievances, dissatisfaction, concerns, doubts, differences, similarities, comparisons, contrasts feelings
4	TELEPHONE SKILLS AND ETIQUETTE
	4.1 Making and receiving calls
	4.2 Skills building: to greet, to identify, to leave / take message, to request for information, to suggest, to apologize, to explain, to make / confirm / cancel appointments, to interrupt, to end phone call
5	**INTRODUCTION TO AN ORGANISATION**
	5.1 Introduction to an organization: Organizational Structure, Personnel, Job Product / Service
	5.2 Skill building
	5.3 To use descriptive language
	5.4 To write paragraphs
	5.5 To describe organizational structure
	5.6 To describe personnel
	5.7 To describe job function
	5.8 To introduce aspects of oral presentation
	5.9 focus on language of speaking
	5.10 compare written and spoken language
	5.11 Handling job-related situations: Complaints, Problems and solutions, Recommendations, Proposals
	5.12 Skill building

	5.13 To use polite forms for various situations – inquiring, requesting, complaining, recommending, and proposing
	5.14 To handle inquiries of product, service, etc
	5.15 To handle requests for free samples, brochures, general information, etc
	5.16 To handle complaints on: organisation structure, personnel, job, products, service
	5.17 To handle problems and suggest solutions (focus on internal, organisational problems)
	5.18 To make recommendations and proposals
6	**EMPLOYMENT MESSAGES** 6.1 Introduction to employment 6.2 Job Searching 6.3 Documentation & Interview: Application Letter, Resume, Follow-ups 6.4 Skill building 6.5 To gather job advertisements from newspaper, magazines, WWW, etc 6.6 To analyse and evaluate 6.7 To prepare application letters and resumes 6.8 To do follow-ups: thank you letter, phone calls, etc 6.9 To be prepared for interview process
7	**MEETINGS** 7.1 Participating in job related situations 7.2 Documentation: Memo, Minutes of a meeting 7.3 Skill building 7.4 To be prepared before a discussion 7.5 To initiate discussions, new ideas or topics, suggestions, etc 7.6 To ask for opinions, information, explanation 7.7 To express opinions (agreeing and disagreeing), suggestions, recommendations, information, etc 7.8 To clarify ideas, information, explainations, etc

	7.9 To summarise
	7.10 To interrupt
	7.11 To close discussions
	7.12 To prepare a report after discussions
8	**PROCESSES AND PROCEDURES** 8.1 Describing / explaining processes and procedures and writing instructions. 8.2 Skill building: To describe, To explain, To simplify, To organize information, To instruct, To elaborate
9	**PRESENTATION SKILLS** 9.1 Gathering job-related information sources 9.2 Printed material: newspapers, magazines, journals, memos, manuals, pamplets, letters, circulars, reports,etc 9.3 Interviews, Surveys, Opinion polls, Talks, Electronic media (TV, radio, internet) 9.4 Skill building 9.5 To gather information: to construct questions for interviews, surveys, opinion polls 9.6 To select information 9.7 To differentiate main points from supporting details 9.8 To analyse and evaluate 9.9 To interpret information 9.10 To confirm information 9.11 To enter information To understand implied meanings and inferences 9.12 To identify conclusions, recommendations, problems, etc 9.13 To take down points
10	10.1 Participating in job-related information: in non-language forms, in language forms 10.2 Skill building 10.3 To present information in non-language forms (e.g pictures, diagrams, charts, tables, etc)

	10.4 To present information in language forms (e.g paragraphs, memos, letters, short reports, etc)
	10.5 To sequence information
	10.6 To describe
	10.7 To compare
	10.8 To explain
	10.9 To paraphrase
	10.10 To Summarize
REFERENCES:	1. D, Quillen. 2014. *The Perfect Resume: Resumes That Work in the New Economy Resume That Will Get You Inside the Door*!. Cold Spring 2. MacManus, Sean. Townsend, John. 2014. *Interviewer's Pocketbook.* Management Pocketbooks.