



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	DIPLOMA PENGAJIAN ISLAM
NAMA KURSUS	PROFESSIONAL COMMUNICATION
KOD KURSUS	EAP 5012
JAM KREDIT	2
SINOPSIS	Professional Communication is designed for students who have completed the English language foundation courses (as offered in Semester 2 and 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.
STRUKTUR KURSUS	
BAB	TAJUK
1	INTRODUCTION 1.1 Explain about the assessment in Professional Communication. 1.2 Explain the significance of taking the course 1.3 Recognize the program outcomes (Pos), course outcomes (Cos) and topic outcomes (TOs).
2	2.1 INTRODUCTION OF COMMUNICATION 2.2 Define what is communication including the key stages in communication cycle and barrier to communication



	<p>2.3 INTRODUCTION TO NETWORKING</p> <p>2.4 Explain about the function of networking</p> <p>2.5 Clarify the types of communication flow</p> <p>2.6 Explain the characteristics of effective organisational communication</p> <p>2.7 INTERCULTURAL COMMUNICATION</p> <p>2.8 Define what is culture and to acknowledge it</p> <p>2.9 Clarify how to communicate effectively across cultures</p>
3	<p>SOCIAL LANGUAGE</p> <p>3.1 Explain the techniques on how person can apply to have conversation with others</p> <p>3.2 How to start a Conversation, Maintain the Conversation and Close the Conversation</p> <p>3.3 Role plays</p>
4	<p>TELEPHONE SKILLS AND ETIQUETTES</p> <p>4.1 Clarify the techniques of using telephone</p> <p>4.2 Explain the purpose and advantages/ disadvantages of using telephone : Outgoing calls, Incoming calls</p> <p>4.3 Etiquettes and Techniques</p> <p>4.4 Role plays and Oral exercises</p>
5	<p>INTRODUCTION TO AN ORGANISATION</p> <p>5.1 Explain about the elements in the organisation</p> <p>5.2 Clarify how to make description based on the specific elements : Organisation</p>



	Structure, Job Description
6	<p>Continuation from previous topic</p> <p>6.1 Exercises to test students skills in differentiating each elements</p> <p>6.2 Understanding the elements needed to describe the product of a company</p> <p>6.3 Understanding the characteristics needed to describe the services provided by the company</p>
7	<p>EMPLOYMENT MESSAGE</p> <p>7.1 Justify the strategies that person should has in order to get a good job</p> <p>7.2 Job Hunting</p> <p>7.3 Job Application Letters</p> <p>7.4 Resumes or Curriculum Vitaes (CV)</p> <p>7.5 Interviews</p> <p>7.6 Job Interview Follow- Ups</p>
8	MOCK INTERVIEW SESSIONS
9	<p>MEETINGS</p> <p>9.1 Explain on how to conduct an effective meeting</p> <p>9.2 Documentations: Notice and Agenda, Minutes of Meeting</p>
10	<p>MOCK MEETING SESSIONS</p> <p>PROCESSES AND PROCEDURES</p> <p>11.1 Justify the differences between processes and procedures</p> <p>11.2 Explain how to identify and describe process or procedures</p>



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12	<p>PRESENTATION SKILLS</p> <p>12.1 Clarify the techniques that help person to make an effective presentation</p>
13	<p>ASSESSMENTS FOR PRESENTATION</p>
14	<p>Revision for Final Examination</p> <p>- recap all chapters of Professional Communication subjects and do exercises.</p>
Rujukan	<p>1. D, Quillen. 2014. The Perfect Resume: Resumes That Work in the New Economy Resume That Will Get You Inside the Door!. Cold Spring</p> <p>2. MacManus, Sean. Townsend, John. 2014. Interviewer's Pocketbook. Management Pocketbooks.</p> <p>3. Hory Sankar Mukerjee. 2012. Business Communication: Connecting at Work (with CD). Oxford University Press.</p> <p>4. Tomalin, Barry. 2014. Effective Meetings in 7 Simple Steps. Collins.</p>