



MODULE HANDBOOK 2023 – 2024

Module Title: COMMUNICATION SKILLS

Module Code: BM502-4-0

Year /Level: FOUNDATION

Credits: 4

Co – requisite or pre-requisite module(s): N/A

School: SCHOOL OF FOUNDATION

Semester: 1

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1.0 Introduction

Welcome to **Communication Skills**

This module builds on the basic communication skills needed by students in a higher education context. It focuses on pragmatic skills that will enable the learners to engage with various and audience. Awareness of clarity in communication is emphasized which will develop confidence in exchanging ideas in a team.

2.0 Module Team

Module Leader: NURJAHAN OTHMAN (nurjahan@apu.edu.my)

Module Team – (If applicable, names and contact details)

(a) Ruthira Nair

(b) Muhammad Ma'wa

3.0 Module Learning Outcomes

Upon successful completion of this module, you will be able to:

CLO 1	Demonstrate pragmatic competence in a contextually appropriate fashion (A3, PLO5)
CLO 2	Explain communication skills with clarity (C2, PLO1)
CLO 3	Practice group discussion confidently (A2, PLO4)

4.0 How will I learn on this module?

In this module you will attend a range of classes as well as studying independently and preparing for assessments. The plan below describes the work you will need to do to be successful in this module.

Learning Topics and Activities					
Week #	Weekly learning Outcomes	Topic Coverage	Hours	In class Learning Activities	Independent Learning Activities
1	<ul style="list-style-type: none">- Describe the fundamentals of communication.- Identify components of Shannon and Weaver Model of Communication.- Define interpersonal communication and intrapersonal communication.	Introduction to Communication	F2F 2 NF2F 9	<u>Lecture</u> Explanation on fundamentals of communication, communication model, basic form of communication and purposes.	Students to identify the 8 elements of communication model through their observation.
2	<ul style="list-style-type: none">- Differentiate between formal and informal communication.	Introduction to Communication	F2F 2 NF2F	<u>Lecture</u> Explanation on the difference between formal	Students to identify the importance of verbal and non-verbal

	<ul style="list-style-type: none"> - Differentiate between verbal and non-verbal communication. - Describe Dr. Albert Mehrabian's Theory of Feeling. 		9	and informal communication, verbal and nonverbal communication and Dr. Albert Mehrabian's Feeling Theory..	communication through observation (interview/video clips/classroom observation).
3	<ul style="list-style-type: none"> - Differentiate the four types of barriers to communication according to different contexts. - Discuss the causes of barriers to communication. 	Communication Barrier	F2F 2 NF2F 9	<u>Lecture</u> Explanation on types of barriers and causes of the barriers to happen.	Students to carry out simple interview with external audience to identify the most common barriers to communication.
4	<ul style="list-style-type: none"> - Identify ways to overcome the four types of barriers to communication. - Discuss the THREE ways to effective communication 	Communication Barrier	F2F 2 NF2F 9	<u>Lecture</u> Explanation on ways to overcome the barriers effectively.	Students to complete a case study on communication barriers.
5	<ul style="list-style-type: none"> - Define Intercultural Communication - Explain the importance of intercultural communication 	Intercultural Communication	F2F 2 NF2F 9	<u>Lecture</u> Explanation on culture, 7 elements of culture, and the types of contexts.	Students to do simple presentation on greetings, values, myths, and taboos of their respective culture.
6	<ul style="list-style-type: none"> - Define high context and low context communication. - Given the scenarios, identify the ways to overcome cultural differences. 	Intercultural Communication	F2F 2 NF2F 9	<u>Lecture</u> Explanation high context & low context culture.	Students to do simple presentation on greetings, values, myths, and taboos of their respective culture.
7	<ul style="list-style-type: none"> - Demonstrate the correct manner of 	Presentation Skills	F2F 2 NF2F	<u>Tutorial</u> Explanation on the elements of presentation,	Students are to identify their issues with presentation and discuss in the

	formal presentation.		11	different delivery methods and ways to sustain audience successfully.	tutorials on ways to overcome the issues.
8	- Apply correct method to create effective presentation slides	Presentation Skills	F2F 2 NF2F 10	<u>Tutorial</u> Explanation on the elements of presentation, different delivery methods and ways to sustain audience successfully.	Students start to prepare for assessment.
9	- Apply the correct format of formal email and formal letter correspondence	Correspondence	F2F 2 NF2F 7	<u>Tutorial</u> Explanation on the correct formatting of formal correspondence. Practices on the correct writing method.	Students to practice correspondence with acquaintance
10	- Evaluate the effectiveness of a formal meeting. - Explain the TEN different characters of a meeting.	Meeting Skills	F2F 3 NF2F 11	<u>Tutorial</u> Explanation on the purposes and types of meeting. Identify the different types of characters met during presentation and ways to communicate effectively during meeting	Students to prepare minutes of meetings for their internal meetings. Students start to prepare/execute for assessment.
11	- Apply correct format to create a short report	Report Writing	F2F 2 NF2F 11	<u>Tutorial</u> Practice on short report writing. Learn the correct formatting in writing report and the importance of it.	Students start to prepare/execute for assessment. Students to start revising for class exam.
12	- Discuss common	Telephone Skills	F2F 1	<u>Tutorials</u>	Students are to call telecommunication

	problems in telephone communication. - Analyse correct skills in telephone communication. - List the importance of effective telephone communication in an organization.		NF2F 7	Explanation on the problems in telephone communication, skills required to handle calls.	companies/any relevant companies to make inquiries, then to analyze the calls.
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5.0 Attendance and Absence

Attendance for all formal teaching is compulsory. On some occasions, for instance illness, your absence may be unavoidable. All absences must be notified to the relevant lecturer or Office immediately. Please refer to your Programme Handbook for contact details. The University needs to satisfy itself that you are engaged in your studies and will monitor your attendance at regular intervals. This is a particular requirement for international students but applies equally to all students. Details of when and how this will be undertaken will be given to you at orientation briefing.

6.0 Learning Resources

Provide a list of resources used by the module; book lists; key journals; software to be used.

Essential Readings:

Floyd, K., & Cardon, P.W. (2023). Business and Professional Communication: Putting People First. Mc Graw Hill. – ISBN-13: 978-1260262551

Bovée, C. L., & Thill, J. V. (2020). Business Communication Essentials: Fundamental Skills for the Mobile-digital-social workplace. Pearson.

Further Readings:

George J. S. (2018) Workplace Communications: The Basics. Pearson. - ISBN-13: 978-0134703169

Key Journals: N/A

Special Requirement (e.g: software, nursery, computer lab, simulation room, etc): N/A

7.0 Assessments

This module is assessed by:

Assessment Summary							
Form of Assessment	Description	Duration (hour(s))	Hand out Date	Hand in Date	Marks Allocation	CLOs Assessed	

Final Assessment	Final exam	2			50%	CLO2
Continuous Assessment						
	Presentation	0.5	WEEK 3	WEEK 9	30%	CLO1
	Report Writing		WEEK 6	WEEK 12	20%	CLO3

To pass a module, you must attempt every element of assessment and achieve at least 20% for each element and 50% in the module overall.

adjust if necessary to reflect module specific regulations

If you fail to pass the module, you will be required to re-sit any assessment components for which you did not pass.

Details on Regulation and Policies are available at <https://apiit.atlassian.net/wiki/spaces/RR/overview>

8.0 Submission and Feedback

How do I submit my assessments?

Each module will have a different set of assessments and submission dates/times as stated in Section 7 above. It is your responsibility to be aware of the deadlines and to meet them.

You will be required to submit written assignments through Turnitin via Moodle. All submissions are automatically time-stamped by the system. No submission will be accepted by the system after the deadline.

Failure to meet any of the given deadline will be treated as a non-submission and a Grade Point 0 (zero) will be awarded for that component. This may result in failing the overall module. The only exceptions to these rules apply where a valid claim for extenuating circumstances can be made and is approved.

There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control. APIIT has put in place a procedure for dealing with such extenuating circumstances. You can find more information in the Student Guide to Extenuating Circumstances which is available in the Policies and Procedures Space on APU's Knowledge Base , <https://apiit.atlassian.net/wiki/spaces/PP/pages/2152267840/Extenuating+Circumstances>

How do I get feedback on my work?

You will normally receive feedback on all assessments, other than examinations, within 20 working days following the date of submission.

APIIT aims to release feedback within set weeks so that you can have as much of your feedback at once making the process less stressful.

Feedback will vary between modules; Feedback may also be received by forums, interviews, and individual feedback sessions. In the case of written coursework that is marked electronically, the lecturer will add commentary and feedback directly onto the electronic version of your written assignment, usually using a tool called GradeMark, which is integrated into Turnitin. You receive this feedback by going back to the same Turnitin link where you originally submitted your work and you will be able to view or download the feedback provided.

You will also be able to access your results via Moodle.

How can I give feedback on the module?

You are welcome to discuss your views with your lecturer on the module at any time. Views may also be expressed through your Programme Leader or via Programme Committee Meetings (PCM). During the course of the module, you will be encouraged to fill in the anonymous evaluation questionnaires to assist the University in its monitoring

and planning. Such questionnaires are important for the benefit of your fellow and future students. We would be grateful for your full and prompt co-operation in completing them in a constructive and objective way. You will be guided on how to access the Online Student Survey System at: <https://apiit.atlassian.net/l/c/6SKKYy1V>.

Students who do not complete their student survey by the stipulated date indicated on their examination schedule (posted on the webspace) could find their results withheld until they complete their end semester survey.

9.0 Academic Integrity

This module requires that you demonstrate what you have learnt and that you have achieved the learning outcomes of the module. The University requires you to comply with the regulations on academic conduct. Academic misconduct includes but is not restricted to cheating in examinations, making - up data and plagiarism.

Plagiarism is the use of someone else's work (words, images, tables or ideas etc) without acknowledging the source. This includes materials from the internet as well as library books and the work of another person. Plagiarism is an assessment offence and any individual (who is suspected of plagiarism) will be referred to the University Academic Dishonesty Board. Please refer to Academic Dishonesty Policy at <https://lms2.apiit.edu.my/course/view.php?id=750> for further information.

10.0 Module Descriptor

The module descriptor for this module is available on Moodle