

Appendix A4 : English Language Integrated Skills

1.	Name of Course/Module	<b>ENGLISH LANGUAGE INTEGRATED SKILLS</b>				
2.	Course Code	LMBLM 3204				
3.	Name(s) of academic staff: Hafsa Mohd Sulaiman - M. Teaching English As a Second Language (UIAM) - Degree (Mass Communication) UIA, Malaysia					
4.	Rationale for the inclusion of the course/ module in the programme:  Important for preparing the students for better understanding of job application method and procedures.					
5.	Semester and Year offered	Semester 2/ Year 2				
6.	Total student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O= Others	L 42	T 0	P 0	O 38	80
7.	Credit Value : 2					
8.	Prerequisite: LMBLM 3101, 3102, 3203					
9.	Learning Outcomes:  Upon successful completion of this subject, the students will be able to:  9.1 Apply the procedures of meetings in a mock meeting and write the minutes of the meeting. 9.2 Apply the guidelines of a successful interview in a mock interview session. 9.3 Write a job application letter and resume using the appropriate features. 9.4 Write reports and memorandums using an extensive range of vocabulary.					
10.	Transferable Skills: 1. Demonstration 2. Writing 3. Leadership					

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	4. Presentation 5. Strategy 6. Planning	
11.	Teaching-Learning and Assessment Strategy: 1. Lecture 2. Discussion 3. Question & Answer 4. Interview 5. Mock Meeting 6. Test 7. Practice	
12.	Synopsis: This course is designed to equip students on writing the formal documents such as Letters, Minutes, Job Application Letter and Resume. This is a preparation for the students to enter the working environment in the future.	
13.	Mode of Delivery: Lecture, Tutorial, Workshop, Seminar, etc. 1. Lecture 2. Discussion 3. Presentation 4. Tutorial	
14.	Assessment Methods and Types:  Test 1 Test 2 Mock Meeting Interview Report Writing and Presentation Resume/Cover letter Semester Final Examination	  10% 10% 10% 20% 10% 10% 30%
15.	Mapping of the course/ Module to the Programme Aims: Non Applicable	
16.	Mapping of course/ Module to the Programme Learning Outcome: Non Applicable	
17.	Content Outline of the Course/ Module and the SLT per topic :	
Course Topic		

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	Lecture	Self-study	Library Research	Assessment	Assignment	Total SLT (hours)
<p><b>17.1 Job Application Methods and Procedures</b></p> <ul style="list-style-type: none"> <li>• Understanding Advertisements</li> <li>• Particular Words and Expressions</li> <li>• Positive or Action Words</li> <li>• Common Abbreviations</li> </ul>	3			3		6
<p><b>17.2 Writing A Job Application Letter</b></p> <ul style="list-style-type: none"> <li>• Format</li> <li>• Writing a Convincing Letter</li> <li>• Do's and Don'ts</li> <li>• Spelling and Sentence Structure</li> <li>Reminder</li> </ul>	6			4	2	12
<p><b>17.3 Writing A Resume</b></p> <ul style="list-style-type: none"> <li>• Format</li> <li>• Layout and Organization</li> <li>• Writing an Effective Resume</li> <li>• Do's and Don'ts</li> </ul>	3			2	1	6
<p><b>17.4 Interviews</b></p> <ul style="list-style-type: none"> <li>• Physical Appearance.</li> <li>• Organizing and Filling Certificates</li> <li>• Common Interview Questions and Answers</li> <li>• Do's and Don'ts</li> </ul>	9	2	1	2	4	18
<p><b>17.5 Business Letter Writing</b></p> <ul style="list-style-type: none"> <li>• The use of Conciseness, You-attitude, and Positive Emphasis in business letter</li> <li>• Writing Direct Requests</li> <li>• Writing Good News and Goodwill Messages</li> </ul>	3			2	1	6

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	<ul style="list-style-type: none"> <li>• Writing Persuasive Messages</li> </ul>						
	<p><b>17.6 Report Writing and Presentation</b></p> <ul style="list-style-type: none"> <li>• Writing Short Report</li> <li>• Steps in planning a long/short report</li> <li>• Types of reports</li> <li>• Completing formal report and proposal               <ul style="list-style-type: none"> <li>- Forming a clear objective</li> <li>- Choosing appropriate methodology in writing</li> </ul> </li> <li>• Report presentation techniques and guidelines</li> </ul>	9	3	1	2	1	16
	<p><b>17.7 Writing Memorandum</b></p> <ul style="list-style-type: none"> <li>• Format and Layout</li> <li>• Structure and Style</li> </ul>	3			2	1	6
	<p><b>17.8 Minutes and Meetings</b></p> <ul style="list-style-type: none"> <li>• Types of meetings</li> <li>• Notice and Agenda</li> <li>• Minutes</li> </ul>	6			2	2	10
	Total Hours	42	5	2	19	12	80
	Total Hours Lecture	80					
	Total Credit	2					
18.	<p>Main References:</p> <p>a) Fung Wai Chou, Chong Tuck Onn (2006) Easy steps To Report Writing Malaysia. Aura Productions.</p> <p>b) Flower, John (2005) Build Vocabulary. Malaysia; Synergy Books</p> <p>c) Thill, J.V &amp; Bovee, C.L. (2005) Excellent in Business Communication. Prentice-Hall International; USA</p> <p>Additional References:</p>						

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	d) Bennie M. (2003) Mastering Business English. New Delhi Indus Publishing Company
19.	Other Additional Information: