

SHORT COURSE DETAILS

1. Name of Series

Diploma programme for Business

2. Name of Course

Micro Award in Business Communication

3. Synopsis of Course (60-word limit)

The art of communication is essential for individual success in the workplace and in the business world. Today's employers are looking for talents with effective communication skills. Therefore, this business communication course aims to ensure that students are properly prepared in terms of their communication skills for better career prospect.

4. For Whom?

- Students who are waiting for their SPM results or its equivalent
- Students from other institutions
- Students who have completed SPM/Certificate

5. Course Outcomes (100-word limit)

By the end of the course, students will be able to:

- Identify relevant skills acquired to communicate properly and purposely with people within the organization and outside the organization.
- Describe the processes and techniques that would enable the students to be effective in their oral and written communications.
- Describe techniques for effective business communication for different types of business situations.

6. Delivery Mode

Online Lecture and tutorials. Online assessment.

7. Duration of Course

Minimum 7 weeks and Maximum 14 weeks

3 hours per week.

Cumulative learning 1 credit hr for the total course

8. Level of Course & Microcredential Credit Value, if any

Diploma/1 credit hour per subject

9. Course Outline

- Introduction to Course

- Achieving Business Success Through Effective Communication
- Mastering Team Skills in Diverse Societies
- Planning and writing Business Messages
- Crafting Messages for Electronic Media
- Composing Routine, Positive, Negative and Persuasive Messages
- Writing for Jobs and Preparing for Interviews
- Writing Employment Messages and Interviewing for Jobs

10. Short Bio of Trainer/s (50-word limit)

Supported by Department of Management Studies (DOMS)