



**UNIVERSITI TEKNOLOGI MARA  
AKADEMI PENGAJIAN BAHASA**

**COURSE OUTLINE**

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<b>Code</b>	<b>:</b>	<b>Degree Level English (ESP)</b>
<b>Course</b>	<b>:</b>	<b>Business and Professional Communication</b>
<b>Level</b>	<b>:</b>	<b>BEL 482</b>
<b>Credit Unit</b>	<b>:</b>	<b>2</b>
<b>Contact Hours</b>	<b>:</b>	<b>2</b>
<b>Prerequisite</b>	<b>:</b>	<b>None</b>

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**Course Description**

This course provides students with the language skills necessary to communicate effectively in work-related contexts. It focuses on the communicative aspects of conducting informal discussions and meetings.

**Course Objectives**

The course aims to:

1. communicate effectively in a business and professional setting.
2. use communication strategies effectively in informal discussions and meetings.
3. present information and points of view in a persuasive manner.
4. participate appropriately in informal discussions and meetings.
5. write documents related to meetings.

## Course Content

1. Using language functions appropriate to meetings/discussions
  - a. Starting and controlling a meeting/discussion
  - b. Making suggestions/motions and amendments
  - c. Presenting opinions and ideas
  - d. Giving instructions
  - e. Agreeing and disagreeing
  - f. Negotiating
  - g. Seeking clarification
  - h. Justifying
  - i. Interrupting
  - j. Persuading
  - k. Summarizing
  - l. Evaluating
  - m. Ending a meeting/discussion
2. Writing the notice/agenda and minutes of a meeting.
3. Etiquette for meetings and discussions
4. Group dynamics
5. Roles of chairperson, secretary and member

## Assessment

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|----|---|---|------|
| 1. | On-going assessments                            | - | 70 % |
|    | a. Discussion I (Presenting ideas)              | - | 20 % |
|    | b. Discussion II (Problem-solving)              | - | 20 % |
|    | c. Meeting (Case Study)                         | - | 30 % |
| 2. | Final exam (Meetings: Notice, Agenda & Minutes) | - | 30 % |

### **Prescribed Text**

Ponniah, K. et. al. 2006. A Practical Guide to Business Meetings. Kuala Lumpur: McGraw-Hill.

Longman Dictionary of Contemporary English. 4<sup>th</sup> Ed. 2005.

### **Additional References**

Mackey, Daphne. (2004). Send Me a Message. New York: McGraw-Hill.

Parkinson, Dilys. (2005). Oxford Business English Dictionary for Learners of English. Oxford: Oxford University Press.

Smith, T.E. (2001) Meeting Management. Upper Saddle River, NJ: Prentice Hall.

### **Internet Sources**

Au\_pve\_dwyer\_buscomm\_6/Effective Meetings/Objectives  
Pearson Education, Inc., Publishing as Pearson Education Australia