

MLL271e Business Malay II

Level: 2

Credit Units: 5 Credit Units

Language: MALAY

Presentation Pattern: EVERY JAN

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

MLL271 Business Malay II aims to provide students with the necessary language skills and cultural knowledge to work with Malay-speaking communities. The course offers comprehensive training in conversational skills, grammar and vocabulary, with an additional focus on language used in business settings. It will also introduce students to aspects of the Malay culture such as its food, customs and acceptable etiquette in social interactions.

The course will be delivered through synchronous, online instruction with small groups of students to ensure an optimum learning experience. Feedback on individual performance in each lesson helps students correct their errors immediately. Pre-lesson and post-lesson tasks help students focus on new knowledge gained, and reinforce and practise new vocabulary and grammatical structures learned.

At the end of the course, students will be more aware of Malay communicative norms and be proficient in business communication in Malay. The course assessments include a quiz assessing students' cultural knowledge, a group-based assignment, an individual assignment and an oral exam.

Topics:

- Business transactions (buying, ordering and selling)
- Marketing a product/service
- Sales
- Customer service
- Difficult customers
- Work appraisals; receiving feedback
- Telephone conversations
- Business meetings
- Writing and summarizing information
- Business email
- Resume
- Job interview

Learning Outcome:

- Illustrate similarities and differences in the business and social contexts between the local and target cultures.
- Show fluency in the use and expression of business terms in the target language.
- Develop a resume and perform competently at a job interview.
- Employ appropriate phrases in work-/business-related meetings.
- Give suggestions and request for feedback in a formal, business setting.
- Demonstrate the ability to discuss business strategies in the target language.
- Apply context-specific marketing and investment knowledge.
- Summarize information and make a business presentation in the target language.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	QUIZ 1	10
	TUTOR-MARKED ASSIGNMENT 1	30
	GROUP BASED ASSIGNMENT 1	30
Overall Examinable Components	Oral Exam	30
Total		100