

MLL371e Business Malay III

Level: 3

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:

MLL371 Business Malay III 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:

- Job advertisements
- Job and responsibilities
- Resume
- Job interviews
- Business news (newspapers and magazine article)
- Business news (internet and social media)
- Ministerial speeches/statements on the economy
- Developing a business plan
- Business meetings
- Business presentations
- Giving advice and making recommendations
- Negotiation and persuasion

Learning Outcome:

- Show awareness of context-specific business and cultural knowledge.
- Demonstrate fluency in the expression of business ideas in the target language.
- Discuss business-related articles/reports in a formal, business setting.
- Demonstrate the ability to discuss business strategies in the target language
- Apply context-specific knowledge of government regulations and business partnerships.
- Recommend and pitch a product/service to an external stakeholder.
- Use appropriate language skills to conduct negotiations in the target language.
- Develop a business plan in the target language.
- Compose a presentation deck 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