

SCHOOL OF LANGUAGES, LITERACIES AND TRANSLATION

B.A. (HONS.). ENGLISH FOR PROFESSIONALS

OPTION B

- 1. LEM200 INDUSTRIAL TRAINING ORIENTATION PROGRAMME**
- 2. LEM300 INDUSTRIAL TRAINING**

TABLE OF CONTENT

1. LEARNING OUTCOMES
2. TASKS (OPTION B)
3. REPORT GUIDE
4. HOW TO COMPILE AND SUBMIT REPORT

1. Learning Outcomes

PO5: Teamwork

PO6: Ethical Values

PO7: Life-long Learning

PO8: Entrepreneurship

PO9: Leadership

Notes

1. As many students have difficulty searching for places to conduct internship due to COVID-19, the school has decided to give students to options.
 - a. Look for an internship place and be attached to the company for 2 weeks (LEM200) or 2 months (LEM300).
 - b. Complete the trainings and tasks prepared as contingency assignment.
2. If you choose Option A, please refer to the documents I shared through your class reps – the forms and report guidelines.
3. If you choose Option B, please go through this document to look at the tasks you must complete.

2. TASKS

OPTION A

Please refer to the previously shared documents.

OPTION B

1. ONLINE COURSES (6-10 hours)

- a. You are to enroll in one free online course offered by many institutions like Coursera, and other Ivy League University.
- b. We will make suggestions of some relevant courses, but you are most welcomed to choose the course you prefer.
- c. The course you choose must be related to Entrepreneurship or Business. This includes topics like Challenges in Managing Online Business, Digital Marketing, Public Relations on Social Media, Using Instagram for Businesses, How to Setup a Start Up Company, Teamwork in Business, Ethics in Marketing Products on Social Media, Leadership Qualities of Successful People, etc.
- d. Sometimes, the course does not have to be directly about Entrepreneurship or Businesses; but, if you could see a potential to create a business opportunity from it, you may take the course.

You will then describe the business opportunity in your report.

- e. If you are not sure if the courses you want to take is suitable or not, please ask your BA EFP lecturers or Dr. Shaidatul.
- f. Provide proof of successful completion of the course in your report.

2. IN-SCHOOL TRAINING/SEMINAR/WORKSHOP/TALK

- a. The school will invite several speakers who have had experience working in various industries in Malaysia.
- b. These speakers have been tasked to talk to you about some topics relevant to the learning outcomes we need to address.
- c. You must attend all sessions, participate and take notes.
- d. The sessions will make up a part of your report.

3. REPORT GUIDE

REPORT WRITING GUIDE

TASK	MARKS	NOTES
<p>PO7: Lifelong learning (INDIVIDUAL)</p> <ol style="list-style-type: none"> 1. Online Course and In-School Trainings 2. Report of Course and Training and My Business Plan 	<p>Completion of 1 online course: 5%</p> <p>Completion of 4 trainings: 20%</p>	
<p><u>STAGE 1 (INDIVIDUAL)</u> You are to complete a report detailing the online courses and in-school trainings you attended.</p> <ol style="list-style-type: none"> 1. What to include for the online course? (maximum 3 pages) <ol style="list-style-type: none"> a. Name of the course b. Aim of course c. Date, time, duration of course d. Instructors, medium of instructions, platforms e. Why are you interested in the course? f. What have you learned from the course? g. What do you like about the course? h. What are the challenges you faced while completing the course? i. Proof of course completion 	<p>Summary of online course: 5%</p> <p>Summary of 4 trainings: 20%</p>	

<p>2. What to include for the in-school trainings? (maximum 1.5 pages each training)</p> <ol style="list-style-type: none"> a. Name/Title of the training. b. Aim of the training. c. Date, time, duration of the training. d. Instructors, medium of instructions, platforms. e. What have you learned from the course? f. What do you like about the course? g. What are the challenges you face while completing the course? 		
<p><u>STAGE 2 (PAIR WORK)</u></p> <p>PO8: Entrepreneurship</p> <p>3. <u>Your Business Proposal (Name of Business)</u></p> <p>Based on the courses and trainings you take, propose a business opportunity that you see in the future.</p> <p>(E.g. the organisation that you observe is a primary school. The business opportunity that you see is a tuition centre focusing on English language).</p> <p>(E.g. you are interested in starting your own jewellery business. You will use your knowledge from the trainings and courses to start the business, and you will use the knowledge from your study programme - major, minor, elective, university to help you develop your business).</p> <p>(E.g. you are interested to join an NGO that helps refugees in Malaysia. You will use your knowledge from the trainings and courses to develop the organisation, and you will use the knowledge from your study programme - major, minor, elective, university – in your argument).</p> <p>(E.g. you want to become a content creator on YouTube. You will use your knowledge from the trainings and courses to start the business, and you will use the knowledge from your study programme - major, minor, elective, university to help you develop your business).</p>		

<p>a. What should be included in your business proposal?</p> <ul style="list-style-type: none"> • Name • Nature of business (product, services, campaign) • Aim of business (why do you want to get into the business?) • Target market/audience • The first step to start the business. • How will your programme of study help you develop your business? <p>(E.g. the specific subject LET107 will help you produce good emails to potential clients; the specific subject LEM211 will help you choose the most appropriate words to design your promotional poster; etc.)</p> <ul style="list-style-type: none"> • Maximum 3 pages. 	<p>10%</p> <p>(Maximum 3 pages)</p>	
<p>b. How will the knowledge from the online course and in-school training help you develop your business?</p> <p>(E.g. the online course on digital marketing gives you some ideas on how to increase your engagement with your potential customers on Twitter)</p> <p>(E.g. the experience shared by one of the speakers in developing a business in Malaysia makes you understand the process you have to go through).</p> <ul style="list-style-type: none"> • Maximum 2 pages. 	<p>10%</p> <p>(Maximum 2 pages)</p>	

<p>PO6: Ethical consideration (PAIR WORK).</p> <p>c. What are the ethical considerations you will follow in the setting up of your business?</p> <ul style="list-style-type: none"> • Describe the ethical considerations based on existing companies' policies or references. • Maximum 1 page. 	<p>10%</p> <p>(Maximum 1 page)</p>	
<p>PO5: Teamwork (PAIR WORK).</p> <p>d. How do you visualize the members and positions in your business?</p> <ul style="list-style-type: none"> • Include a section of the team you will need to develop your business from the existing members of your group. • Describe in brief the strengths of that member for the position he/she will take. • Also include a brief report summarizing who completed which part of the report. • Peer assessment. 	<p>10%</p> <p>(Maximum 1 page)</p>	
<p>PO9: Leadership (PAIR WORK)</p> <p>e. How would you describe the leadership quality you possess in relation to your business proposal?</p> <ul style="list-style-type: none"> • Will be assessed by how well the report is written and how coherent, cohesive, creative and unique the business opportunity and plan is. • Peer assessment of leadership qualities. 	<p>10%</p> <p>(Maximum 1 page)</p>	
<p>References and Appendices</p> <p>List all references and supporting appendices.</p>		

4. HOW TO COMPILE AND SUBMIT REPORT

1. OPTION A (ALL INDIVIDUAL)

If you choose Option A, and complete all parts of the assignment individually, submit the document individually as usual.

2. OPTION B (ALL INDIVIDUAL)

If you choose Option B, and complete the report both individually and in pairs (for the Business Plan part), submit the report together with your partner.

This means that you should compile your assignments together, but with different cover pages for individual parts. After the individual parts, add the pair work (Business Plan) part.

This is how it should look like:

