

School of Social Science & Liberal Arts
SKILL SETS

Programme: B.A. (Hons.) English Language and Communication

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 1	study skills	Other skills not listed in the previous column	get acquainted to the working environment
	fundamental concepts in the analysis of language & communication in social settings		be able to conduct some analysis on simple data from observation or survey.
	communicative competence and proficiency in listening, speaking, reading and writing at higher intermediate to advanced level		offer their own opinion and suggestion whenever necessary
	a range of theories about listening and speaking in English which are relevant to ESL learners	What student can do:	What student cannot do:
	writing decisively and analytically, including academic reading and critical thinking	interact and communicate with potential employers and colleagues	Make decision for major tasks
	a range of conceptual approaches for the understanding of reading, writing & related graphical systems which are relevant to ESL learners	understand simple instructions on new tasks given	Apply skills not learnt
		observe and analyse teaching situations	
		take part in discussions or meetings	

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Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 2	develop a critical mind to evaluate short stories and plays through a close analysis of representative texts	Nil	Be able to apply learning experience to the working environment
	explore the expanding role of English in international communication		Learn from their job functions and
	reflect critically on their communicative behaviours as users & choosers of linguistic forms		Make substantial contribution to the company
	enhance students' own communication skills by experimentation with different varieties of spoken English for different audiences & contexts		
	a broad understanding of human language is of concern, i.e. what language is, what it used for, and how it works		
	how communication scholars define attractive and effective use of verbal and nonverbal behaviors, how those behaviors influence your understanding of yourself and the world around you		
	strategies of interpretation in light of post-colonial and post-modern reading of English literature written by non-native speakers of English, as well as explore the dynamics of the different registers of international 'englishes'		

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Co-op Level	What student can do:	What student cannot do:
Level 2	Participate actively in various types of communication	Make decision for major tasks if not required
	Critically analyse forms of written work	Apply skills not learnt
	Do basic research	
	Assist teaching	

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Co-op Level	Student Capabilities	Student Limitations	Expectations / Requirements of Co-op Job
Level 3	The significant role of language in culture transmission and social political control with particular emphasis on the role of code mixing and code switching	Nil	Be able to apply learning experience to the working environment
	Practice the professional skills of the translator & interpreter		Learn from their job functions and
	Social & linguistic issues arising from the growth of English as the principal language worldwide for the development & dissemination of computing & new information & communications technologies which are central to the 'Knowledge Economy'		Make substantial contribution to the company
	Major sources of misunderstanding in cross-cultural encounters in English as a language for international communication		Demonstrate specific enhanced performance skills in English Language & Communication
		What student can do:	What student cannot do:
		Those mentioned for Level 1 & 2	What is not required by their employer
		Do assessment to improve teaching as well as work performance	
		Do translation	
	Plan & manage a project or small scale investigation		

Programme: B.A. (Hons.) Mass Communication

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 2	Identify the principles, practice and issues related to public relations.	<u>1. Marketing Communications</u>	Report & describe job functions / job description
	Understanding of Malaysian Press System	Media planning management, Consumer Behaviour, Branding, Advertising Campaign	Describe challenges encountered / significant issues ; and possible solutions
	Understanding of SEA Press System	<u>2. Film & Television</u>	Some suggestion should be given to the company for improving its performance / production
	Understand the role & responsibilities of the news media in our society.	Screenwriting, Film Directing, Documentary Production, Screen Production	Evaluation- Personal & Academic
	Video production skill (pre-production, production & post-production)	<u>3. Journalism</u>	
	Management skills	Advance Media Writing, Feature writing, Interactive Multimedia Authoring, Publication Design and Production	
	Produce TV commercial, music video, narrative & mini documentaries.	What student can do:	What student cannot do:
	Learn how to use page-layout software	Analyse related global issues	
		Able to write in the AP style	
		Interviewing skill	
	Plan and organise events		
	Build portfolio of published writing		

Programme: B.A. (Hons.) Mass Communication

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 3	Learn to write TV Commercials, documentaries and short narratives.	<u>1. Marketing Communications</u>	Report & describe job functions / job description
	Learn visual design skills	Media planning management, Advertising Campaign	Describe challenges encountered / significant issues ; and possible solutions
	Learn theoretical skills in cinema within the Asian region – historical & movement	<u>2. Film & Television</u>	Some suggestion should be given to the company for improving its performance / production
	Understand the latest trends in the advertising business	Documentary Production, Screen Production	Evaluation- Personal & Academic
	Learn market research & classification	<u>3. Journalism</u>	
	Understand the consumer decision-making	Interactive Multimedia Authoring, Publication Design and Production	
	Understand contemporary branding	What student can do:	What student cannot do:
	Learn the skills and technique involved in understanding research within the business, education, liberal arts and humanities area	Produce short documentaries	
		Produce live & recorded programmes.	
		Management various departments within production	
	Able to plan, create, execute and evaluate advertising campaign for an actual client		
	Conduct market research		
	Apply branding concept on a product		

Programme: B.A. (Hons.) Psychology

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 1	Communication & interaction skills	Detailed counselling process	Report and describe job functions / job description through log book
	Basic research methods		Students should be able to conduct some analysis on simple data from observation or survey
	Basic data analysis		Some suggestion should be given to the company for improving its performance / production
	Reporting research outcome		Observe and involve in basic counseling tasks
	Understanding human behaviors and issues	What student can do:	What student cannot do:
	Organizing and managing projects	Conducting mini research in both qualitative and quantitative way (descriptive and inferential statistic)	Make decision for major tasks
	Basic of marketing tasks and planning	Key in data, analyze & reporting data	Detailed counselling process
		Presentation and public speaking	
		Organizing information	
		Perform marketing tasks and planning	
	Dealing and analyze basic issues and crisis (socio-interaction, family violence, sexual/ gender issues)		

Programme: B.A. (Hons.) Psychology

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 2	Things learnt from Level 1	Psychological evaluation of children or adult	Report & describe job functions/ job description
	Understand the dynamics of cross-cultural experience		Identify problems/weaknesses that occur in man power/ system of management/ process or procedure. Example: recruitment procedure, appraisal technique, working environment, ergonomic, ways of interaction, leadership skills & etc
	Critical thinking skills		Counselling in various issues
	Analytical skills	What student can do:	What student cannot do:
	Be aware of error that the human mind tends to make	Conduct any types of research (such like survey, interview, observation & experiment)	Design the tools
	Coping strategies	Able to assess the psychological level (motivation, job satisfaction, stress & etc) among staff	Design the research method (more complicated design)
	Reasoning	Explain and analyses issues related to human development and crises	
	Human resource development		
	Relating behavior to biological changes		
	More complicated research method		
	Organizational behaviours		
	Ways to increase job performance, job satisfaction & etc		
Issues related to teenagers, personalities differences, human development			

Programme: B.A. (Hons.) Psychology

Co-op Level	Student Capabilities	Student Limitations	Expectations/Requirements of Co-op Job
Level 3	Identify behavioural problems	Nil	Report & describe job functions
	Creating & assessing tools (questionnaire)		Identify problems that occur in the job
	Therapies		Plan & create a method of solution to overcome the challenge
	Counselling methods	What student can do:	What student cannot do:
	Ethics in Psychology	Learn to identify abnormal behavior.	
	Evaluating psychological testing and assessment tools	Consult people on their personal problems	
	Psychology and sports	Do assessment to improve workers' performance	
		Able to analyze the validity & reliability of assessment tools	
		Creating questionnaires	