First Assignment (20%) Individual

Students are requested to select two research articles in an academic journal that is related to issues in Corporate Communication. Read and review the article based on the guidelines given:

i) Introduction
ii) Literature Review
iii) Methodology
iv) your view on the articles

Date of submission: 14th February, 2011 (Monday)

Second Assignments (25%)

Students are requested to write a research proposal. Please follow the research proposal guidelines provided. Proposal should consist of:

i) Introduction
ii) Literature Review
iii) Methodology

Date of submission: 21st March, 2011 (Monday)

Guidelines:
1. All assignments should be typed written, using computer, double spacing, using font and size - Arial 11pt, or Times New Roman 12 pt.
2. Length of first assignment (review of articles) is between 15-20 pages including References.
3. Length of second assignment (a research proposal) is between 20-25 pages including References.
4. Please follow APA style of referencing. References - priority given are from Journals and academic books.
5. Please provide current literatures for the second assignments, if possible last 5 years and proposed instruments in the research. Explanation of methods must reflect the topic and objectives of research.
6. All assignments should be submitted to Pusat Pendidikan Luar, UPM. Marks will be deducted for those who submitted late of their assignments.

From,
Associate Prof. Dr. Siti Zobidah Omar
Lecturer of KOM5113
18 December, 2010