



MODULE GUIDE

**The School of Business
Undergraduate Programmes**

MODULE BM3103

Business Communication

Contents

	Page
ℒ Introduction to Course	2
ℒ Lecturer's Contact Details	3
ℒ Course Syllabus	4
ℒ Learning Outcomes	5
ℒ Semester Plan Synopsis	6
ℒ Recommended Reading Lists	7
ℒ Expected Class Contact	8
ℒ Lecture schedule by week	9
ℒ Assignments/Continuous Assessments	16
ℒ Rubric for assignments/assessments	17
ℒ Warning: Plagiarism, Syndication and Cheating	25

Introduction to course

Welcome to Business Communication – Module BM3103.



All of us communicate, everyday, in our personal and business lives. Sometimes we are effective in our communication, and sometimes we fail to get our message across to our intended audience. Succeeding in communicating well and understanding how best to present our material are key business skills. Lessons learned in your first year at Nilai University College will stand you in good stead, not only in gaining good marks in assessed work, but in getting the job you want, and in progressing your career.

The way we communicate with others is such a habitual part of us that we rarely stop and think about it. This translates into business communication too. Organizations, after all, are not faceless entities, but groups of real people. Effective communication affects processes, efficiency, and every layer of a company. Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

There are three important points which you should be aware of this module:

- This Module is more concerned with **written communication**. Verbal presentation is also equally important and many of the principles are common.
- The Module also **concerns written English as** practised in this country, and other language usage in other English-speaking countries is not considered in great detail.
- This Module **enhances the proficiency** in written “**Business English**”, both preparing documents and processing them.

Module Leader's Contact Details

Name : Dr. Nurhafizah Zainal

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Tel : 018-2136964

Consultation Hours:

- Friday 2.00-4.00pm

Course Syllabus

Refer to Table 4 – BM3103 in Appendix A.

Learning Outcomes:

After successful completion of this module, students should be able to:

- Apply principles and theories in business communication to succeed in today's challenging digital-age workplace (C3, PLO1)
- Exhibit interpersonal skills that needed to succeed in today's workplace (A3,PLO4)
- Comply to standard writing techniques to successfully communicate with diverse stakeholders (A2,PLO5)

Important Reminder:

- 1) You **MUST** submit the uploaded printout and Originality Report for each assignment from Turnitin system. **The Originality Report must be less than 20%**, otherwise it will be considered as failed script. The assignment must be separated from Turnitin materials for submission.

Semester Plan Synopsis

Week	Topics
1	• Overview of Business Communication (I)
2	• Overview of Business Communication (II)
3	• Communication Process (I)
4	• Communication Process (II)
5	• Organizing and Drafting Business Messages
6	• Revising Business Messages
7	• Digital Communication Tools
8	• Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings (I)
9	• Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings (II)
10	• Business Presentation (I)
11	• Business Presentation (II)
12	• The Job Search and Resume in the Digital Age (I)
13	• The Job Search and Resume in the Digital Age (II)
14	• Interviewing and Following Up

Transferable Skills

Taught (T), Practiced (P), Assessed (A)

Communication:	TPA
Learning skills:	TA
Communication:	TPA
Teamwork:	PT
Problem solving:	PTA
Information technology:	P
Self Management:	PTA

Assessment Details

Coursework (70%)

Assignment 1-Portfolio (Individual)	20%
Assignment 2-Project (Individual)	20%
Assignment 3-Report (Individual)	20%
Oral Presentation (Individual)	10%

Final exam (30%)

- At the end of this module there will be final examination to tap students understanding on the subject matter.

Recommended Reading List: Core Text

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Students are reminded only original textbook is allowed to use in the classes. Students are strongly recommended to purchase this text. The lecture notes are not a substitute for reading the prescribed text.

Recommended Texts / Reading

- Jerome, V. B., and Xavier, J. S. (2018). Business communication: Modern approach with latest syllabus. New Delhi: Educreation Publishing.
- Shwom, B. G., and Snyder, L. G. (2018). Business communication: Polishing your professional presence. 4th ed. New Jersey: Pearson Education.

Expected Class Contact

A 'year' in the programme at Nilai University is made up of two and a half semesters. A full semester stretches over a period of 4 months. Each full semester includes 14 weeks of lectures & tutorials and 1 examination week. Students have either two or three weeks of break before the next semester begins.

A half semester, however, stretches over a period of only 2 months, which includes 7 weeks of lectures & tutorials and 1 examination week.

BM3103 is offered as a full semester's course for January 2023 intake. The classes are full-time, with 3 class contact hours per week, inclusive of lectures and tutorials.

Total contact hours per semester: 14 weeks x 3 = 42 class contact hours

Coursework Regulations

Late submission of work

Assignments handed in later than the stated deadline without a valid medical certificate will receive a zero mark.

Word count

The assignment(s) should not exceed the word limit stated. Assignment(s) exceeding the word limit could be penalised up to 50% of the overall mark (i.e. each extra 100 words produced could be penalised 5% of the overall mark). Assignment(s) should be stapled and the cover page reporting name, surname and student number.

Authenticating your coursework

You must be able to demonstrate that the course work you submit for assessment is your own. You must therefore keep (whether electronically or on paper) working documents that you used or created while preparing the assignment, such as drafts, photocopies of sources, completed questionnaires and internet pages. These should be kept until after the module results have been released by Exam Unit.

Lecture Schedule by Week

Week 1 – 2

Lecture Topic:

1. Overview of Business Communication (I)
2. Overview of Business Communication (II)

Coverage:

- Mastering tools for success in the 21st century workplace
- Developing listening skills
- Learning non-verbal communication skills
- Recognizing how culture affects communication
- Building intercultural workplace skills

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Explain how solid communication skills will improve your career prospects and help you succeed in today's challenging digital-age workplace.
- Discover barriers of effective listening and start building your listening skills.
- Explain the importance of nonverbal communication and how to improve communication skills.
- Discuss how culture affects communication.
- Discuss strategies that help communicators overcome negative cultural attitudes and prevent miscommunication in today's diverse networked workplace.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 3

Lecture Topic:

Communication Process (I)

Coverage:

- Understanding the communication process
- Using 3x3 writing process
- Analyzing and anticipating the audience

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Discuss the five steps in the communication process
- Utilize 3x3 writing process in business communication.
- Analyze the purpose of a message, anticipate its audience, and select the best communication channel.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 4

Lecture Topic:

Communication Process (II)

Coverage:

- Using expert writing techniques to adapt to your audience
- Developing additional expert writing techniques

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Employ adaptive writing techniques.
- Develop additional expert writing techniques.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 5

Lecture Topic:

Organizing and Drafting Business Messages

Coverage:

- Drafting workplace messages
- Organizing information to show relationships
- Composing the first draft with effective sentences
- Developing business writing techniques
- Drafting well-organized effective paragraphs

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Organize information into strategic relationships.
- Compose the first draft of a message using a variety of sentence types.
- Improve your writing by emphasizing important ideas, employing the active and passive voice effectively.
- Draft well-organized paragraphs that incorporate topic sentences, support sentences, and transitional expressions to build coherence.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 6

Lecture Topic:

Revising Business Messages

Coverage:

- Making clear message
- Enhancing readability through document design

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Improve clarity in business messages.
- Enhance readability by understanding document design.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 7

Lecture Topic:

Digital Communication Tools

Coverage:

- Preparing digital-age E-mail messages and Memos
- Workplace messaging and texting
- Social networking

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Discover the professional standards for the usage, structure, and format of e-mails and interoffice memos in the digital-era workplace.
- Explain workplace instant messaging and texting as well as their liabilities and best practices.
- Analyze business uses of social media networks, and assess their advantages as well as risks.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 8

Lecture Topic:

Professionalism at work: Business etiquette, ethics, teamwork, and meetings (I)

Coverage:

- Developing professionalism and business etiquette skills at the office and online
- Communicating face-to-face on the job

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Develop business etiquette skills, and build an ethical mind-set.
- Use your voice as a communication tool, master face-to-face workplace interaction, foster positive relations on the job, and accept as well as provide constructive criticism gracefully.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 9

Lecture Topic:

Professionalism at work: Business etiquette, ethics, teamwork, and meetings (II)

Coverage:

- Following professional telephone and voice mail etiquette
- Adding value to professional teams
- Planning and participating in face-to-face and virtual meetings

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Discover the importance of teamwork in today's digital era workplace.
- Explain how you can contribute positively to team performance.
- Discuss effective practices and technologies for planning and participating in productive face-to-face meetings and virtual meetings.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 10

Lecture Topic:

- Business Presentation (I)

Coverage:

- Preparing effective business presentations
- Organizing content for impact and audience rapport
- Understanding contemporary visual aids

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Recognize various types of business presentations.
- Explain how to organize the introduction, body, and conclusion as well as how to build audience rapport in a presentation.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 11

Lecture Topic:

- Business Presentation (II)

Coverage:

- Preparing engaging multimedia presentations
- Polishing your delivery and following up

Course Learning Objectives:

By the end of this lesson, students should be able to :

- Create an impressive, error-free multimedia presentation that shows a firm grasp of basic visual design principles.
- Apply delivery techniques for use before, during, and after a presentation.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 12

Lecture Topic:

- The job search and resume in the digital age (I)

Coverage:

- Job searching in the digital age
- Developing a job-search strategy in open job-market
- Pursuing the hidden job market

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Prepare to search for a job in the digital age by understanding the changing job market, identifying your interests, assessing your qualifications, and exploring career opportunities.
- Develop savvy search strategies by recognizing job sources and using digital tools to explore the open job market.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 13

Lecture Topic:

- The job search and resume in the digital age (II)

Coverage:

- Creating a customized resume
- Creating customized cover messages

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Draft and submit a customized cover message to accompany a print or digital résumé.

Reading List:

- Guffey, M. A., Loewy, D. (2023). Essentials of Business Communication. 12th ed. Cengage Learning South-Western

Week 14

Lecture Topic:

- Interviewing and Following Up

Coverage:

- Purposes and types of employment interviews
- Before the interview
- During the interview
- After the interview
- Preparing additional employment document

Course Learning Objectives:

By the end of this lesson, students should be able to:

- Explain the purposes and types of job interviews, including screening, one-on-one, panel, group, sequential, stress, and online interviews.

- Discuss what to do before, during, and after an interview, including ensuring professional phone techniques, researching the target company, rehearsing success stories, cleaning up digital dirt, and fighting fear.
- Prepare additional employment documents such as applications, rejection follow-up messages, acceptance messages, and resignation letters.

Reading List:

- Guffey, M. A., Loewy, D. (2023). *Essentials of Business Communication*. 12th ed. Cengage Learning South-Western



Coursework

The School of Business
Undergraduate Programmes

MODULE BM3103 **Business Communication**

Assignment 1 (Individual): Portfolio (20%)

Assuming you are working as Marketing Executive in MyTalent Berhad. You have been working for five years. Recently, you came across to the vacancy advertisement in JobStreet for the position of Senior Marketing Executive in LesCopaque Sdn Bhd. You would like to apply for the vacant position.

Question:

- Write a cover message to apply a position as Senior Marketing Executive.
- Compose a creative resume to apply a position as Senior Marketing Executive.

Guidance on the Individual Assignment:

1. Please attach assignment rubric at the end of your assignment for evaluation purpose.
2. The submission date for this assignment is on **Week 10.**

Rubric: Assignment 1 (Individual): Portfolio (20%)

Criteria/Rating	Distinguished 85-100	Proficient 65-84	Basic 45-64	Unsatisfactory 44-0
Pleasing to the eye (10%) Layout Easily read Capture interests	Proper spacing Categories clearly defined	Either categories not clearly defined or point not bulleted	Does not follow clear and concise format	Does not follow clear and concise format and resume is poorly written
Spelling/Grammar (10%) Correct	Resume is complete without any spelling errors	Resume is complete and has only two or three spelling errors	Resume is complete and has only five or six spelling errors.	Resume is complete but has many spelling errors.
Attractiveness and Proper Order (10%) Text fonts are professional and between 10-12 pt font. The information is in proper order.	Text fonts and sizes are well chosen, exceptionally attractive, neat work	Text fonts and sizes are readable, attractive format	Difficult to read, distracting, unattractive, not neat	Text fonts are difficult to read, distracting, unattractive
Personal Information/Heading (10%) Over 12 pt	Detail personal information that cover 4 aspects: full name, address, phone number, email address	Cover 3 out of 4 detail personal information	Cover 2 out of 4 detail personal information	Attempt to cover 1 or none of 44 detail personal information
Vivid Verb Usage (10%) Uses vivid verbs that describe your accomplishments and how you added value	Uses vivid verbs to describe accomplishments and how you were an asset	Mostly use vivid verbs	Few vivid verbs used	Uses task done instead of vivid verbs
Career Objective (10%) Purpose of applying for new job	State a clear purpose and what you can contribute to organization.	Attempt to state clear purpose without showing contribution to organization	State purpose and contribution but not clear	No clear purpose and not showing contribution to organization
Education (10%) Details on education history	Able to provide detail/comprehensive (date/year attended and graduated, name of school, results) education history	Show some attempt to provide education history	Education history provided but not in detail	No education history provided
Work Experience (10%) Think of anything you did that added value to your resume.	Able to provide detail/comprehensive (date/year started and resign, name of company, position, achievement) work experience	Show some attempt to provide work experience	Work experience provided but not in detail	No work experience provided
Activities and Award (10%)	Able to provide detail/comprehensive (date/year received, name of activities, awards) activities and award	Show some attempt to provide activities and award	Activities and award provided but not in detail	No activities and award provided
References (10%)	Able to provide detail/comprehensive (full name, address/company, position, phone number, email, years known, relationship) of at least two references.	Show some attempt to provide at least one reference	References provided but not in detail	No references provided

Assignment 2 (Individual): Project (20%)

Questions:

- Choose one of the following topics:
 - Do we need to maintain professionalism at work?
 - Why interviewing and following up skills are important?
- Discuss/debate the topic chosen.
- You may provide real example in your discussion.

Guideline in Completing Group Assignment:

1. The maximum page for this assignment is 5 pages (for contents).
2. Please attach assignment rubric at the end of your assignment for evaluation purpose.
3. The submission date for this assignment is on **Week 10**.

Rubric: Assignment 2 (Individual): Project (20%)

	CRITERION	80+	70 -79	60-69	50 - 59	REFER/FAIL	1 st Marker
1	Presentatio n of assignment (20%)	Shows a polished and imaginative approach to the topics/questions	Carefully and logically organised	Shows organisation and coherence	Shows some attempt to organise in a logical manner	Disorganised / incoherent	
2	Content and range (20%)	Comprehensive/detailed knowledge of topic with areas of specialization in depth and awareness of provisional nature of knowledge	Reasonable knowledge of topic and an awareness of a variety of ideas/contexts/frame-works	Has given a factual and/or conceptual knowledge base and appropriate terminology	Evidence of limited knowledge of topic and some use of appropriate terminology	Lacks evidence of knowledge relevant to the topic and/or significantly misuses terminology	
3	Analysis (20%)	Can analyse new and/or abstract data and situations without guidance using a wide range of techniques appropriate to the topic	Can analyse a range of information with minimum guidance, can apply major theories and compare alternative methods/techniques for obtaining data	Can analyse with guidance using given classification /principles	Can analyse a limited range of information with guidance using classification/ principles	Fails to analyse information	
4	Critical reasoning (20%)	Consistently demonstrates application of critical analysis well integrated in the text.	Clear application of theory through critical analysis/critical thought of the topic area.	Demonstrate s application of theory through critical analysis of the topic area.	Some evidence of critical thought/ critical analysis and rationale for work.	Lacks critical thought/ analysis/reference to theory.	
5	Reflection/ Evaluation (20%)	Can critically review evidence supporting conclusions/ recommendations including its reliability, validity and significance and can investigate contradictory information/identify reasons for contradictions.	Can select appropriate techniques of evaluation and can evaluate the relevance and significance of data collected.	Can evaluate the reliability of data using defined techniques.	Limited and only partially accurate evaluation of data using defined techniques.	Fails to evaluate or use techniques of evaluation, or evaluations are totally invalid.	
						TOTAL:	

Assignment 3 (Individual): Report (20%)

Assuming you are the business people from Malaysia and meet your counterpart from United States. You are meeting your counterpart for the first time to negotiate and sign the manufacturing contract.

Question:

- Discuss the potential culture clashes in typical business situations.
- What could go wrong during the negotiation process?
- Explain THREE (3) ways on how to curb with the culture clashes.

Guidance on the Individual Assignment:

1. Please attach assignment rubric at the end of your assignment for evaluation purpose.
2. The submission date for this assignment is on **Week 10.**

Rubric: Assignment 3 (Individual): Report (20%)

	CRITERION	80+	70 -79	60-69	50 - 59	REFER/FAIL	1 st Marker
1	Presentatio n of assignment (20%)	Shows a polished and imaginative approach to the topics/questions	Carefully and logically organised	Shows organisation and coherence	Shows some attempt to organise in a logical manner	Disorganised / incoherent	
2	Content and range (20%)	Comprehensive/detailed knowledge of topic with areas of specialization in depth and awareness of provisional nature of knowledge	Reasonable knowledge of topic and an awareness of a variety of ideas/contexts/frame-works	Has given a factual and/or conceptual knowledge base and appropriate terminology	Evidence of limited knowledge of topic and some use of appropriate terminology	Lacks evidence of knowledge relevant to the topic and/or significantly misuses terminology	
3	Analysis (20%)	Can analyse new and/or abstract data and situations without guidance using a wide range of techniques appropriate to the topic	Can analyse a range of information with minimum guidance, can apply major theories and compare alternative methods/techniques for obtaining data	Can analyse with guidance using given classification /principles	Can analyse a limited range of information with guidance using classification/ principles	Fails to analyse information	
4	Critical reasoning (20%)	Consistently demonstrates application of critical analysis well integrated in the text.	Clear application of theory through critical analysis/critical thought of the topic area.	Demonstrate s application of theory through critical analysis of the topic area.	Some evidence of critical thought/ critical analysis and rationale for work.	Lacks critical thought/ analysis/ reference to theory.	
5	Reflection/ Evaluation (20%)	Can critically review evidence supporting conclusions/ recommendations including its reliability, validity and significance and can investigate contradictory information/identify reasons for contradictions.	Can select appropriate techniques of evaluation and can evaluate the relevance and significance of data collected.	Can evaluate the reliability of data using defined techniques.	Limited and only partially accurate evaluation of data using defined techniques.	Fails to evaluate or use techniques of evaluation, or evaluations are totally invalid.	
						TOTAL:	

Assignment 4 (Individual): Presentation (10%)

Instructions:

- Referring to your Assignment 3, each student need to prepare a creative power point presentation.
- You have to record your presentation and upload in the Moodle.
- Your recorded presentation can be between 10-15 minutes duration.
- Please ensure the clarity of audio and image before uploading your presentation.
- You may refer to the below rubric in assessing oral presentation.

Rubric: Assignment 4 (Individual): Presentation (10%)

Department of Marketing and Management
Presentation Assessment Sheet

Marks Agreed: _____

Module Title: _____ Module Code: _____

Student Name: _____ ID. No: _____

Programme: _____ Company Name: _____

Judging Criteria		Outstanding	Good	Average	Needs Improvement	Weak/Fail
Structure						
Interesting opening		5	4	3	2	1
Logical progression of ideas		5	4	3	2	1
Memorable closing		5	4	3	2	1
Content & Visual Aids						
Factual / Depth of information		5	4	3	2	1
Evidence (examples, statistics, research/survey, citations etc.)		5	4	3	2	1
Degree of critical thinking		5	4	3	2	1
Creativity		5	4	3	2	1
Delivery						
Voice	Pronunciation and articulation	5	4	3	2	1
	Voice projection / volume	5	4	3	2	1
	Voice modulation / tone	5	4	3	2	1
	Voice Distractions	5	4	3	2	1
Body Language	Facial & Hand gesture	5	4	3	2	1
	Eye-contact	5	4	3	2	1
	Enthusiasm	5	4	3	2	1
Communication Skills	Interaction with audience	5	4	3	2	1
	Degree of preparedness / Response to questions	5	4	3	2	1
	Interesting	5	4	3	2	1
Professionalism	Professional attire / Dressing	5	4	3	2	1
	Time Management	5	4	3	2	1
	Teamwork	5	4	3	2	1
TOTAL MARKS						

Comments:

Evaluated By:
Name: _____

Date: _____

Warning: Plagiarism, Sydication and Cheating

Nilai University has strict rules to ensure that students' work is actually the result of their individual effort, skills and knowledge and has not been produced by means that will give an unfair advantage over other students.

Plagiarism

Students must ensure that any work submitted for assessment is genuinely their own and is not plagiarised. Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

How Can Students Avoid Plagiarism?

To avoid plagiarism, you must give credit whenever you use:

- another person's idea, opinion, or theory;
- any facts, statistics, graphs, drawings or any pieces of information that are not common knowledge;
- quotations of another person's actual spoken or written words; or
- paraphrase of another person's spoken or written words.

Syndication

You must also take care that, unless you are specifically instructed that a piece of work for assessment is to be produced jointly with other students, the work you submit has been prepared by you alone. If you collude with other students to prepare a piece of work jointly, or copy each other's work, and pass it off as an individual effort, it is syndication and is against the college regulations. It is also, obviously, against the rules to copy another student's work without his or her knowledge.

Penalties for Plagiarism and Syndication

If the allegation of plagiarism and syndication is suspected, you will be called to a VIVA. If the allegation is proven, a penalty, such as the deduction of marks or failure of a module or unit, will be imposed. Severe penalties, such as suspension or expulsion, can be imposed in appropriate cases.

Stand on Cheating in Tests and Examinations

We wish to bring to the notice of all students that the College takes a very serious view of any infringement of Examination regulations, such as bringing in unauthorised material into the Examination Hall. The rules are listed under Academic Dishonesty in the student's handbook.

You are advised to check carefully all materials in their possession before entering the Examination Hall. It is your responsibility that there is no unauthorised material in your possession.

Penalties for Cheating in Tests or Examination



Any student caught and found guilty in the disciplinary hearing will be deemed to have **FAILED ALL** the subjects in the semester and will be required to **REPEAT ALL** the subjects. Any repeated offence may result in **EXPULSION FROM THE COLLEGE**.