

### The text script of the video

- Hi everyone. I am Dr Jakaria Dasan, the lecturer in charge of Section 1, BT11903 Corporate Communication
- We have 5 Sections of Corporate Com this semester
- With 5 lecturers teaching this subject namely
- Dr Sharifah Hanum Ali, Dr Ferozh Madli, Dr Mat Salleh Wahab, Dr Masran Tamin, and I
- We have group of Tutor led by Sir Ujin Matjin
- As you all know, two main functions of Corporate Com are 1) Management Function, and 2) Reputation Management.
- There are various topics related to the current practice at workplace related to corporate com.
- Besides midterm and final examination, the other assessment that we have on you is on Group Assignment doing CSR or USR project. This assessment requires students to form a group of 10 like that and come up with a viable project
- In order to have a good USR project, you need to at least completed 3 stages of project completion.
- The 1<sup>st</sup> stage is for you to form, brainstorm, and norming your group. Here, you plan your organisation chart, then discuss carefully the available options of potential USR project. Once everyone agrees with a particular project, then you are ready to go to the 2<sup>nd</sup> stage
- The 2<sup>nd</sup> phase concerns on how are you going to fund your project. Please bear in mind that we don't have any budget allocation for this group assignment.
- Students have to work together and to come up with plan on how to gather the budget to run their project. In other words, you need to brainstorm again what entrepreneurial activities or ways that you can gather money to finance your project.

- We don't expect you to do a mega or big project, a small and simple one is enough as long as you can show your pure understanding on how to handle a USR or CSR project.
- Our expectation is that when you graduated and join work forces, you already have a good training in university.
- The final stage is the D-day. This is where you completed the last stage of CSR project. You comes to the performing stage.
- You have to plan the event or the activities in the organisation or the place that you choose as the location of your CSR project.
- So, in order to ensure the project run smoothly and properly you need to do few things; 1<sup>st</sup>, once you have identified the organisation, you need to write official letter to the head or the respected officer of the organisation telling him or her about you plan to do csr activity in their organisation.
- Before sending the letter, please make sure the Tutor read the letter and they approve them. This is to avoid any issue on the format and content of the letter. You may write in Malay.
- Since we don't have allocation of fund to finance the project, students are not allowed to seek donation. You need to do something to get the money from others who voluntarily support your project. And this need to be reported in your project report later on.
- During the implementation stage of the project, every group needs to seek letter of permission from the faculty (wrote to the Deputy Dean of Students Affair). Your Tutor, Sir Ujin for example will guide you on this.
- Students need to submit the project report in the respective week after completing their project.
- Meanwhile, students also have to present their project in group in the stated week
- Every group must also submit a link of their USR project that is uploaded in Youtube. The video contains a short clip of the activities that the students are doing from the beginning until the end of the project. The maximum duration of the video is 10 minutes and the minimum is 5 minutes. We look forward to watch an interesting project from your video not a lengthy video.

- Good luck every one... Please remember, your safety is the most importance. You may do CSR in the campus as long as it is interesting, impactful and unique.
- Outside UMS is preferable but try not to go outside Kota Kinabalu or the surrounding districts.
- Once again, safety is number one. ENJOY YOUR CSR PROJECT EVERYONE