**Technical & Business Writing (TBW)**

**COURSE OUTLINE**

**COMPUTER SCIENCE SPRING 2016**

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| Course Code: | SS 108 |
| Credit Hours: | 3 |
| Course Instructors: | Zulfiqar Ali, Wasim Hasan, Hajra Ikram |
| Pre-requisites: | English Language, Writing and Composition |

**Course Objectives:**

This course develops competency in understanding and applying the knowledge, skills, sensitivity and values associated with the variety of communications within and between organizations. The course explores various methods, channels, and audiences of organizational communication in the corporate/ business world.

**Modes of Teaching and Learning:**

Lecture/discussion, group work, guest speakers/ seminars, oral presentations, documentaries etc.

**Dress Code:** Formal/ Business Casual

**Text Books:**

* William S. Pfeiffer. ***Technical Writing: A Practical Approach*** (5th Edition)

**Evaluation Criteria:**

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| Midterms (II) | 20 |
| Quiz | 10 |
| Presentations | 5 |
| Assignments | 10 |
| Class Participation | 5 |
| Final | 50 |

**Course Contents:**

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| **Wk** | **Class** | **Topic** | | **Assignment** | **Submission** |
| 1 | 1st | Course Introduction  Difference between Technical and Academic Writing | | Analyzing features of a technical document | Next Class |
| 2nd | Effective communication in the business world   * Purpose and Audience * 7 Cs | | Read *Process in Technical Writing*, Pfeiffer, Chapter: 1 |  |
| 2 | 1st | Introduction to Communication   * ABC format for documents * Listening Skills/ barriers | |  |  |
| 2nd | Presentation Skills | | Read *Ethics and Globalism in the Workplace*, Pfeiffer, Chapter: 2 |  |
| 3 | 1st | Cultural Diversity  Inter Cultural- Communication | | Culture and Communication:  Case Study | Next Class |
| 2nd | Ethics at Work | | Industry survey |  |
| **Quiz 1** | | | | | |
| 4 | 1st | Communicating in teams, group dynamics and cultural awareness | | Read *Mastering Team and Intercultural Communication*  Bovee, BCT. 34 - 42 |  |
| 2nd |  | | Select any business article for group presentations |  |
| 5 | 1st | Patterns of Organization  Grammar/ Mechanics/Sentence Structure | | Read Pfeiffer, TW. *Chapter 5* |  |
| 2nd | Analyzing an article | | Presentations |  |
|  |  | **Midterm 1** | | | |
| 6 | 1st | Business Letters (Types) | | Pfeiffer, Chapter: 7 |  |
| 2nd | Job Application, Resume/ CV | |  |  |
| 7 | 1st | Informal Reports | | Draft outline |  |
|  | 2nd | Formal Reports | | Designing a Questionnaire | Report submission  13th week |
| 8 | 1st | Technical Research:   * Primary and Secondary Sources * Avoiding Plagiarism | | Pfeiffer, Chapter: 13 |  |
| 2nd | **Quiz 2** | | | |
| 9 | 1st | Proposals |  | |  |
| 2nd |  | Preparing an FYP Proposal | | Next class |
| 10 | 1st | Presentation of Proposal |  | |  |
| 2nd |  |  | |  |
| 11 | 1st | Interview Skills & Preparation | Pfeiffer, Chapter: 14 | | Next class |
| 2nd |  | Case study | |  |
| 12 | 1st | Negotiation Skills | Panel Discussion/ Role Play | |  |
| 2nd | **Midterm 2** | | | |
| 13 | 1st | Mock interviews | | Individual appearance – job interviews |  |
|  | 2nd | **Quiz 3** | | | |
| 14 | 1st | Class discussion on FYP design & stylistics | | Editing/ Proof reading the first draft on Term Project | Hard copy submission |
| 2nd | Formal Reports Presentations on allocated FYPs | |  |  |
| 15 | 1st | **Group presentation on Term Project** | | | |
| 2nd |