



## COURSE OUTLINE

<b>Course Title:</b>	Technical and Business Writing		
<b>Course Code:</b>	SS-108	<b>LEC:</b>	100% Theory
		Credit Hours: 3	

### COURSE OBJECTIVES:

After successful completion of the course, students should be able to

1. Compose structured technical documents in multiple industrial settings.
2. Advocate effectively during instructions, interviews, negotiation skills, decision-making and collaborative work.
3. Combine features of communication skills for effective, informative and assertive technical communication.

### COURSE PREREQUISITE(S):

Expository Writing

### PLAGIARISM POLICY:

All work submitted must be the student's own work. Cases of plagiarism shall be sent to the Disciplinary Committee. Research format is expected to follow standard documentation APA guidelines.

### REQUIRED TEXTBOOK(S):

Title: Technical Communication: A Practical Approach  
 Edition: 8<sup>th</sup>  
 Author: William S. Pfeiffer

### GRADING CRITERIA:

Assessment Item	Number	Weight (%)
Assignments	3	10
Quizzes	3	5
Formal Report	1	5
Mid Exam	2	30
Final Exam	1	50

Grading Policy: Relative Grading

**COURSE OUTLINE****COURSE CONTENTS:**

Week	Classes	Topic	Chapters	Assigned Tasks
1	1st	Course Introduction: Difference between Technical and Academic Writing Purpose, Tone, Style & Vocabulary	1	Read about Email guidelines
	2nd	Culture in Organizations Ethical Guidelines for Work- Writing Ethics	1	
2	1st	Letters	6	Letter Writing
	2nd	Types of Letters	6	
3	1st	Informal Reports: Informative Reports <ul style="list-style-type: none"> <li>Progress Report</li> <li>Trip/ Activity Report</li> </ul>	10, 11	
	2nd	Memorandum	6, 10	
4	1st	<b>Informal Reports:</b> Analysis Reports <ul style="list-style-type: none"> <li>Feasibility Studies</li> <li>Problem Analysis/Investigative</li> <li>Equipment Evaluation</li> </ul>	10, 11	
	2nd			
		<b>Quiz 1</b>		
5	1st	<b>Research &amp; Documentation:</b> Visuals	9	
	2nd	Plagiarism: In-text Citation, Referencing	9	
		<b>Midterm 1</b>		
6	1st	<b>Cover Letter</b> CV/Resume – Job Description (JD) – sample/websites	16	
	2nd	<b>Formal Report:</b> Sections	11	
7	1st	<b>Quiz 2</b>		
	2nd	<b>Formal Report</b>		
8	1st	Formal Report: Intro & Conclusion	11, 12	Project
	2nd	<b>Presentation Skills</b>	15	
9	1st	Proposal Writing	12	
	2nd	Business Proposal Presentation I	15	Business Idea Presentations
10	1st			
	2nd	Difference between Proposal and Feasibility studies	12	
11	1st	Elevator/Sales Pitch		CV
	2nd			
12		<b>Midterm 2</b>		
13	1 <sup>st</sup>	<b>Interview Skills</b>	16	
	2 <sup>nd</sup>	Mock Interviews	16	
14	1st	<b>Quiz 3</b>		
	2nd			
15		Proposal Writing Presentations II		