

COURSE DESCRIPTION FORM

INSTITUTION Computing, National University of Computer and Emerging Sciences, Islamabad

PROGRAM(S) TO BE EVALUATED BS-CS **FALL 2024**

Course Description

Course Code	SS-2007		
Course Title	<i>Technical and Business Writing</i>		
Credit Hours	3		
Prerequisites by Course(s) and Topics	English composition and comprehension		
Grading Policy	Absolute Grading		
Policy about missed assessment items in the course	<p>Retake of missed assessment items (other than sessional/ final exam) will not be held. A student who misses an assessment item (other than sessional / final exam) is awarded zero marks in that assessment item i.e. late submission will not be accepted.</p> <p>For missed sessional/ final exam, exam retake/ pretake application along with necessary evidence are required to be submitted to the department secretary. The examination assessment and retake committee decides the exam retake/ pretake cases.</p>		
Course Plagiarism Policy	<p>Plagiarism in the project or sessional/ final exam will result in F grade in the course</p> <p>Plagiarism in an assignment/quiz/presentation will result in zero marks in the assignment and the case will be forwarded to the Disciplinary Committee for further action.</p>		
Assessment Instruments with Weights (homework, quizzes, midterms, final, programming assignments, lab work, etc.)	100% Theory		
	Assessment items of Theory Part		
	Assessment Item	Number	Weight (%)
	Assignments	3	06
	Quizzes	6	12
	Sessional Exams	2	24 (12+12)
	Presentations	2	06 (3+3)



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	Project	1	07		
	Final Exam	1	45		
Course Instructors					
Ms. Sumayyah Malik, Ms. Lubna, Ms. Ghalia Gohar, Ms. Mehreen, Ms. Hajra Khalid					
Lab Instructors (if any)					
Course Coordinator					
Sumayyah Malik					
URL (if any)					
Current Catalog Description		The course aims at adding to the students' competence in technical/business communication and writing different types of professional technical/business documents. Students are familiarized with the mechanics and conventions of technical/business writing through learner-centered approach.			
Textbook (or Laboratory Manual for Laboratory Courses)		Technical Communication: Process and Product, 8th Edition. Sharon J. Gerson, Steven M. Gerson.			
Reference Material		Technical Report Writing Today, 10th Edition. Daniel G. Riordan, Steven E. Pauley. Business Communication Today by John V. Thill. Technical Communication Strategies for Today-3rd Ed. Richard Johnson-Sheehan.			
Course Learning Outcomes		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #d3d3d3;">A. Course Learning Outcomes (CLOs)</td></tr> <tr> <td> <p>After completion of the course, the students shall be able to:</p> <p>After completion of the course, the student shall be able:</p> <ol style="list-style-type: none"> 1. To achieve proficiency in assessing technical and business writing situations. 2. To organize and develop ideas effectively and logically in technical writing 3. Achieve clarity, conciseness, accuracy and objectivity while drafting technical/business communication/content 4. To design and write different types of technical documents effectively. </td></tr> </table>		A. Course Learning Outcomes (CLOs)	<p>After completion of the course, the students shall be able to:</p> <p>After completion of the course, the student shall be able:</p> <ol style="list-style-type: none"> 1. To achieve proficiency in assessing technical and business writing situations. 2. To organize and develop ideas effectively and logically in technical writing 3. Achieve clarity, conciseness, accuracy and objectivity while drafting technical/business communication/content 4. To design and write different types of technical documents effectively.
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B. Program Learning Outcomes

PLO 1	Computing Knowledge	Apply knowledge of mathematics, natural sciences, computing fundamentals, and a computing specialization to the solution of complex computing problems.
PLO 2	Problem Analysis	Identify, formulate, research literature, and analyze complex computing problems, reaching substantiated conclusions using first principles of mathematics, natural sciences, and computing sciences.
PLO 3	Design/ Develop Solutions	Design solutions for complex computing problems and design systems, components, and processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
PLO 4	Investigation & Experimentation	Conduct investigation of complex computing problems using research based knowledge and research based methods
PLO 5	Modern Tool Usage	Create, select, and apply appropriate techniques, resources and modern computing tools, including prediction and modelling for complex computing problems.
PLO 6	Society Responsibility	Apply reasoning informed by contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to context of complex computing problems.
PLO 7	Environment and Sustainability	Understand and evaluate sustainability and impact of professional computing work in the solution of complex computing problems
PLO 8	Ethics	Apply ethical principles and commit to professional ethics and responsibilities and norms of computing practice.
PLO 9	Individual and Team Work	Function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings.

	PLO 10	Communication	Communicate effectively on complex computing activities with the computing community and with society at large.											
	PLO 11	Project Management and Finance	Demonstrate knowledge and understanding of management principles and economic decision making and apply these to one's own work as a member or a team.											
	PLO 12	Life Long Learning	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological changes.											

C. Mapping of CLOs on PLOs (CLO: Course Learning Outcome, PLOs: Program Learning Outcomes)														
		PLOs										10	11	12
		1	2	3	4	5	6	7	8	9				
CLOs	1											✓		
	2											✓		
	3											✓		
	4											✓		
	5													
	6													

Topics Covered in the Course, with Number of Lectures	List of Topics	Lectures
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on Each Topic (assume 15-week instruction and one and half hour I	Communication; Communication process; Barriers to communication;		1.5
	Overall View of Technical/Business Writing; Objectives in Communication		1
	Writing Styles; Technical writing style; Technical Writing Compared with Writing in General; Patterns of organization in Technical writing		1.5
	Technical Narration, Creating Formal and Informal Definitions, Developing Extended Definitions, Technical Descriptions		1.5
	Technical Report Audiences: Audience analysis; Identifying audience type, characteristics and level of expertise; The Technical Writing Process:		1.5
	Short, Informal Reports, How To Give Oral Presentations		1.5
	Presentations		2
	Document Design		0.5
	User Manuals; Writing Instructions		1
	Correspondence: Style, Format and Tone; Memorandums; Business Letters; Email writing; Interviewing Skills		3
	Total		15
Laboratory Projects/Experiments Done in the Course			
Programming Assignments Done in the Course			
Class Time Spent (in hours)	Theory	Writing Activities	Solution Design
	20	23	2
Oral and Written Communications	This course is designed to develop professional writing competence in students. Every student is required to submit 3 written assignments, deliver 2 oral presentations of approximately 5 minutes, take 6 quizzes and draft a technical/business report as a final project.		

COURSE CONTENTS			
Weeks	Contents/Topics	**Resources	Courseware Events
Week-01	Course Introduction & Description Communication in today's workplace; Communication; Communication process; Barriers to communication; Ethical communication Overall View of Technical/Business Writing What is Technical and business writing; Objectives in Technical/Business Communication; Technical Writing Compared with Writing in General; Characteristics of Technical Writing, Patterns of organization in Technical writing	(Technical Communication Process and Product: Chapter 3)	
Week-02	Technical Communication Style Polishing Style. Stylistics and Syntax for Technical Report Writing: Paragraph; listing; Sentence: clear sentences, sentence structure, sentence length, sentence order; Placement of the main idea; Appropriate word order; Active/Passive voice; Parallelism; Choppy phrases; Wordiness; Redundancies; Nominalizations, Empty words; Pompous Vocabulary.	Technical writing Style (Ch 4 Technical Report Writing Today)	Quiz 1 Initiate Project
Week-03	Audience Analysis Audience Recognition, Issues of Diversity, Multiculturalism, Biased Language, Audience Involvement	Audience analysis (Technical Communication Process and Product (Chap 5) + Technical Communication Strategies (Chap 2)	Quiz 2
Week-04	Routine Correspondence- Memorandums, Emails & Letters	(Technical Communication Process and Product (Chap 9)	Quiz 3
Week-05	Routine Correspondence- Types of Routine Correspondence – routine/positive, negative messages, persuasive messages	(Technical Communication Process and Product (Chap 9)	Assignment 1
Week-06	Sessional 1	Technical Communication Process and Product (Chap 17)	

	Short Informal Reports: Criteria for writing reports; Types of Reports: Incident report, Investigative report		
Week-07	Short Reports: Feasibility Report	Technical Communication Process and Product (Chap 17)	Quiz 4
Week-08	Personal Branding & Designing effective Job Application Documents CV/Resume Cover Letter Linked in Profile Interviews	Technical Communication Process and Product (Chap 10)	Assignment 2 + Video Submission
Week-09	Formal Report/Research Report	Technical Communication Process and Product (Chap 18)	Quiz 5
Week-10	Proposal Writing	Technical Report Writing (Chap 14) + Technical Communication Process and Product (Chap 19)	Assignment 3
Week-11	Document Design & Interfaces Using Graphics Effectively	Technical communication strategies for today (Chap 14)	Presentation 1
Week-12	Sessional II Discussing Data/Information presenting data/information in technical communication	Business Communication Today (Part 6)	
Week -13	Technical Description & Process Analysis + Marketing Materials Social media communication	Technical communication process and product (Chap 14+2+12)	
Week 14	Technical Instructions, User Manuals & Standard Operating Procedures	Technical communication process and product (chap 15)	Quiz 6
Week-15	Presentations		Presentation 2
Week- 16	Presentations		

Additional Policies for the Course

Google Classroom

- i. Join the Google Classroom for your section.
- ii. Updates are posted on GCR. It is your responsibility to keep track of respective submissions and any course updates.
- iii. Please remember to 'Turn In' your work. It is your responsibility to confirm whether your work is submitted or not.



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- iv. **Plagiarism Policy:** 19% Similarity Index and 25% AI Detection is allowed in assignments and Projects.

Attendance Policy

- i. 80% at _____ to be eligible to sit for the Final Exam.
- ii. Students arriving after 10 minutes, after the class starts will be marked absent.
- iii. Students arriving within the first 10 minutes after the initial attendance will be marked late.
- iv. Students leaving the class in the middle of the lecture will be marked absent.

Submission Guidelines

- i. Late submissions will **not** be considered. Keep track of the given deadlines.
- ii. Digital along with print submissions are required.
- iii. Manage your time effectively as you know how much time is required to complete and upload an assignment.
- iv. Assessment deadlines will not be changed.

Email Correspondence

- i. Use your official email ID for corresponding with your instructors.
- ii. Provide complete information like name, student id and which section you are writing from.
- iii. Emails will be replied back to within 12-24 hours during the workdays.
- iv. Kindly read your email before you click the send button. Your email is representative of your professional identity.