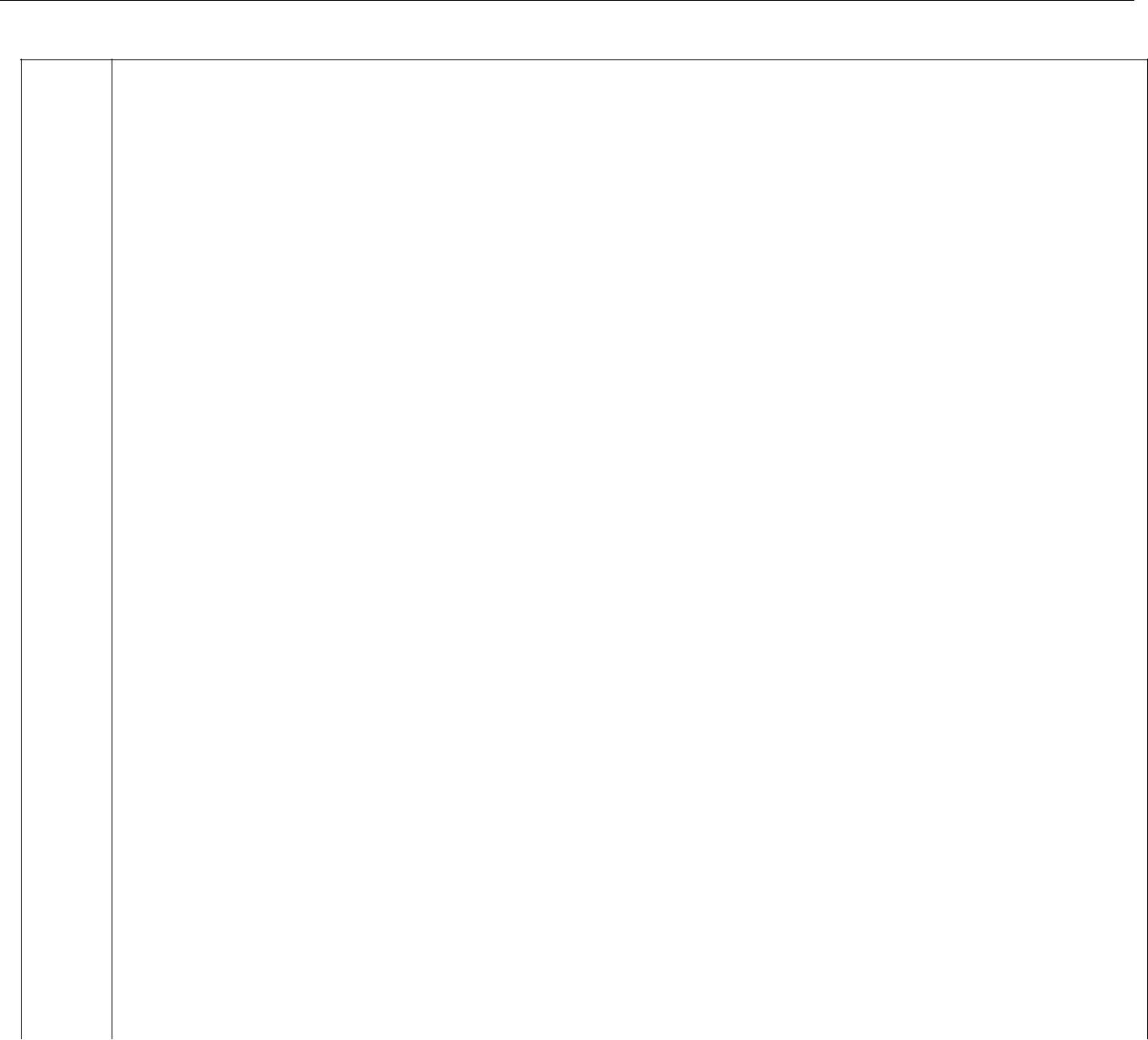
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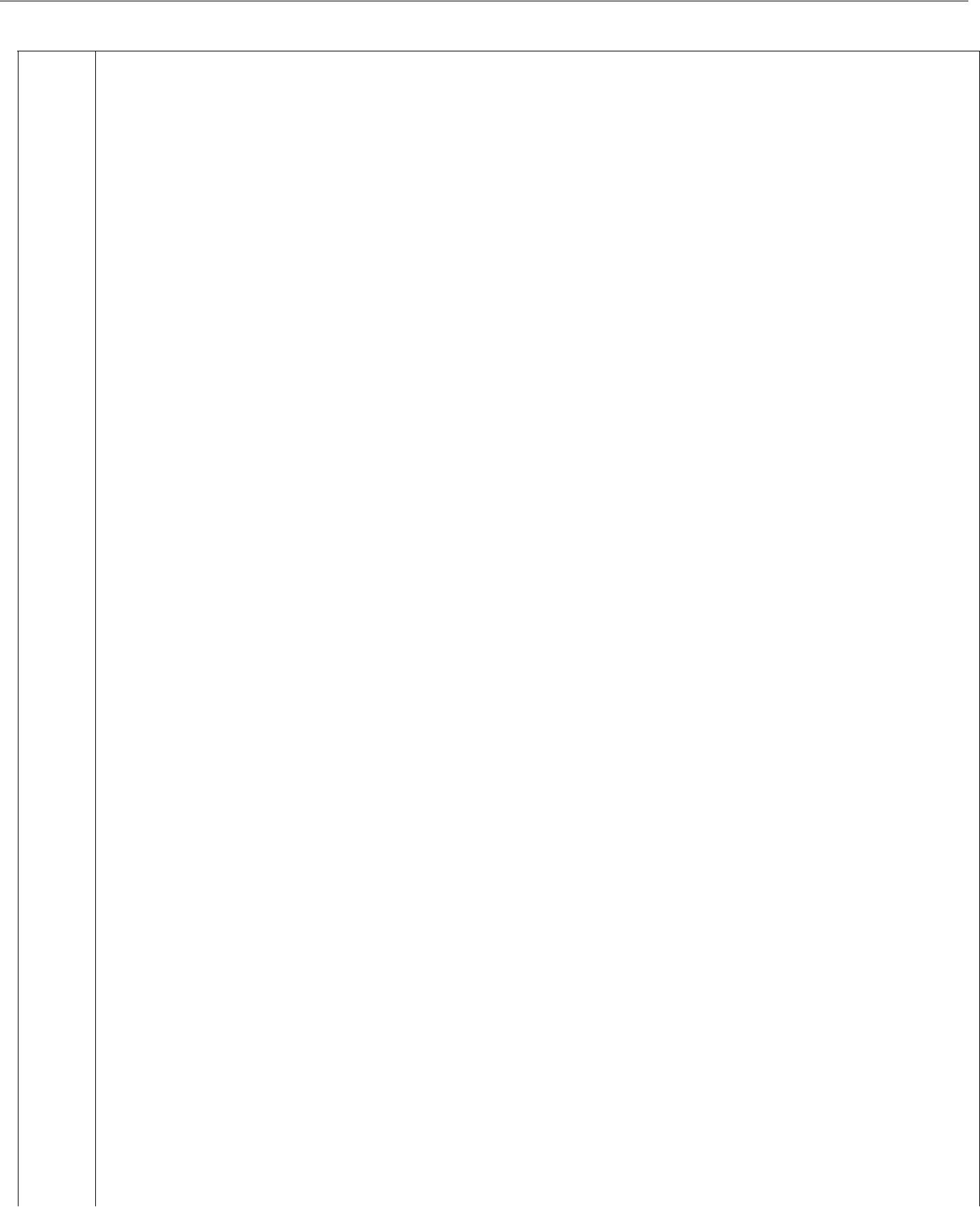
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. | Name of Course/Module: Technical Communication | | | | | | |  |
|  | (January 2018) | | | | | | |  |
|  |  |  |  |  |  |  |  |  |
| 2. | Course Code:NP-LBEF003 | | |  |  |  |  |  |
| 3. | Name(s) of academic staff: **Ms. Saya Joshi** | | | | | | | |
|  |  |  |  | |  |  |  |  |
| 4. | Rationale for the inclusion of the course/module in the program: | | | | | | |  |
|  | Refer to Program Specification | | | | |  |  |  |
| 5. | Semester and Year offered: Refer to Program Specification | | | | | | |  |
| 6. | Total Student | Face to Face | | | |  | Total Guided and Independent Learning |  |
|  | Learning Time |  |  |  |  |  |  |  |
|  | (SLT) |  |  |  |  |  |  |  |
|  | L = Lecture | L |  | T | P | O |  |  |
|  | T = Tutorial | 32 |  | 13 | 3 |  | 48 |  |
|  | P = Practical |  |  |  |  |  |  |  |
|  | O= Others |  |  |  |  |  |  |  |
| 7. | Credit Value: 2 |  |  |  |  |  |  |  |
| 8. | Prerequisite (if any): NONE | | |  |  |  |  |  |
| 9. | Objectives |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

The objective of this module is to:

1. Improve your grammar, mechanics, and style.
2. Increase your knowledge and skills in composing various types of business and technical communication and your confidence in written communication skills.
3. Produce professional caliber technical documents.
4. Develop strategies for addressing multiple audiences in any given technical document, including accommodations for expert and lay audiences.
5. Write documents that are accessible and reader-centered.
6. Orchestrate elements of document design and layout strategically.
7. Integrate tables, figures, and other images into documents
8. Describe industry standards, processes and documentation tools.
9. Critique and revise your own documents to ensure they fulfill their purposes
10. State the various means of professional growth and advancement in technical writing jobs.

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1. Learning outcomes:



At the end of the module, the student should be able to:

* 1. Demonstrate competence in the use of written and oral communication skills using a range of techniques (MQF1/MQF5)
  2. Consider cross cultural & ethical aspects of global communication. (MQF 3 & 4)
  3. Initiate self- evaluation measures to improve communication skills. (MQF2 & 7)
  4. Show the skills and knowledge to succeed in the technical communication process (MQF1/MQF2/MQF5)

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|  | MQF Learning Outcome Area | |
|  | MQF1 - Knowledge | |
|  | MQF2 - Practical skills | |
|  | MQF3 - Social skills & responsibilities | |
|  | MQF4 - Values, attitudes and professionalism | |
|  | MQF5 - Communications, leadership and team skills | |
|  | MQF6 - Problem solving & scientific skills | |
|  | MQF7 - Information management and lifelong learning skills | |
|  | MQF8 - Managerial & entrepreneurial skills | |
|  |  | |
| 11. | Transferable Skills: | |
|  | The following employability skills are introduced (I), developed (D) and/or assessed (A): | |
|  |  | Professionalism(I, D)  Innovate (I, D) |
|  |  | Communicate (I,D,A) |
|  |  Creativity (I, D, A) | |
|  |  | Learn (D) |
|  |  Team Work (I) | |

1. Teaching-learning and assessment strategy:

The module comprises lectures and tutorials and involves individual skills within the assignment.



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| 13. | Synopsis: | | |  | | | | |  |  |  |  |  |
|  | The purpose of this module is to provide students with an introduction to the study and | | | | | | | | | | | | |
|  | transferable skills necessary for the satisfactory completion of a higher education business | | | | | | | | | | | | |
|  | Course and subsequent employment and career development. In particular the module will | | | | | | | | | | | | |
|  | focus on communication, numeracy and I.T. skills. Self- Evaluation of communication will | | | | | | | | | | | | |
|  | Introduced through this module. | | | | | | | |  |  |  |  |  |
|  | Topics covered in the module will be drawn from: introduction to the University learning | | | | | | | | | | | | |
|  | environment (e.g. library induction, accessing on-line resources, IT including the use of | | | | | | | | | | | | |
|  | Word/Excel/PowerPoint/Internet/Outlook, etc.); research skills and referencing; developing | | | | | | | | | | | | |
|  | lines of argument and enquiry; written communication skills (e.g. report writing, essays, | | | | | | | | | | | | |
|  | business letters, CV compilation; other recruitment communication – letters of application, | | | | | | | | | | | | |
|  | application forms; working in group and group motivation and behavior; managing the | | | | | | | | | | | | |
|  | meeting process (agenda/minutes, etc.); oral communications(e.g. presentations, interviews | | | | | | | | | | | | |
|  | techniques; body language, etc.); assignment and examination techniques. | | | | | | | | | |  |  |  |
|  |  |  | | | | | | |  |  |  |  |  |
| 14. | Mode of Delivery: | | | | | | | |  |  |  |  |  |
|  | Lecture and Tutorial | | | | | | | |  |  |  |  |  |
| 15. | Assessment Methods and Types | | | | | | | |  |  |  |  |  |
|  |  Individual Assignment 100% | | | | | | | |  |  |  |  |  |
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| 16. | Mapping of the course/module to the Program Aims : | | | | | | | |  |  |  |  |  |
|  | Refer to the Program Specification | | | | | | | |  |  |  |  |  |
|  |  |  | | | | | | |  |  |  |  |  |
| 17. | Mapping of the course/module to the Program Learning Outcomes: | | | | | | | | |  |  |  |  |
|  | Refer to the Program Specification | | | | | | | |  |  |  |  |  |
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| 18 | Content outline of the course/module and the SLT per topic: |
| **Week** | **Topic** | **L** | **T** | **P** | **O** | **Ind.** |
| 1 | Technical communication overview | 3 | 1 |  |  |  |
| TC meaning, characteristics & outcomes |
| Learning methods & importance |
| Additional aspects of TC, Topics to be covered |
| 2 | Audience Analysis | 3 | 1 |  |  |  |
| * Readers and their classification * Types of Audience * Audience Analysis, Factors & importance * Audience Adaptation * Audience Profile Sheet |
| 3 | Research Interviews | 3 | 1 |  |  |  |
| * Research Tools * Conducting SME Interviews * Validations * Tips for Collecting Information from SMEs |
|  |
| 4 | Technical Writing Structure | 3 | 1 |  |  |  |
| * Information structure * Understanding role of Description * Hierarchical Structure * (Horizontal and Vertical) * (Linear and Nonlinear) * (Structural clash) |
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| 5 | Technical Writing Style   * Introduction and Objectives * Concise Communication * Clarity and Precision * American and British English * Style Manual | 3 | 1 |  |  |  |
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| 6 | Technical Communication Editing   * Introduction to Editing * Types * Technical Editor and their roles * Proof Reading | 3 | 1 |  |  |  |
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| 7 | Creating a Resume and Cover Letter (CV) | 2 | 2 | 1 |  |  |
| * What is a Resume? * Difference between a CV and a Resume * Cover letter and its importance * Ways of addressing the contents in a cover letter * Practical |
|  |
|  |
| 8 | Proposals   * Introduction to Business Proposals * Methods of making proposals * Practical | 3 | 1 | 1 |  |  |
|  |
| 9 | Composing General Reports and Progress Reports   * Reports and its Types * Difference between a General report and Progress Reports * Practical | 3 | 1 | 1 |  |  |
|  |
|  |
| 10 | Systems Development Life Cycle   * SDLC- Overview * Different phases of SDLC * SDLC’s Strengths and Weaknesses | 3 | 1 |  |  |  |
|  |
| 11 | Technical Communication Ethics   * What is Legal &Ethical * Ethical Issues in Technical Communications * What is STC (Society for Technical Communication) * STC code for Communicators. | 3 | 1 |  |  |  |
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| Total |  | 32 | 13 | 3 |  |  |

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| 12 | **Essential Reading:** | | | | | |
| * Technical Writing- Process and Product by Sharon J Gerson and Steven M Gerson   3rdEdition Pearson Education   * Management Communication by James S. O’ Rourke IV and Jaba Mukherjee Gupta   Pearson Education   * Technical Report Writing Today by Daniel G. Riordan and Steven E. Pauley   8thEdition, Biztantra Publications.   * Business Communication Strategies by Matthukutty M. Monipally   Tata McGraw-Hill | | | | | |
|  | | | | | |
| **Further Reading:** |  |  |  |  |  |
| -Gallagher, K., 2013, Skills Development for Business and Management Students (2nd | | | | | |
| Edition), U.K., Oxford University Press. (ISBN 978-0-19-964426-1) | | | | | |
| -Taylor, S. 2005, Communication for Business: A Practical Approach (4th Edition), |  |  |  |  |  |
| Essex, England, Person Education Ltd. |  |  |  |  |  |
| 13 | Other additional information: | | | | | |
| None | | | | | |