

Softwarica College of IT & E-Commerce
STW201CS Effective
Communication Skills



in collaboration with



Assignment Brief 2020/21

Module Title: Effective Communication Skills	Ind/Group Ind	Cohort: Sept 2020	Module Code: SWT201CS
Coursework Title (e.g. CWK1) Assignments			Hand out date: TBD
Lecturers: Rajendra Singh			Due date: TBD
Estimated Time (hrs): Word Limit: * Task 1: 750 Task 2: 750	Coursework type: Assignments		% of Module Mark 100 %
Submission arrangement online: via Softwarica Learning Moodle File types and method of recording: Document or PDF files Mark and Feedback date: 3 weeks from assignment submission date. Mark and Feedback Method: Comments and Rubric marks.			

Module Learning Outcomes Assessed:

1. Appraise different inter-personal communication theories and techniques, relating these to individual experiences.
2. Apply tools and techniques for effectively managing communication in different situations.
3. Write a self-reflective journal, recognizing personal strengths and areas for development, showing how and when these improvements could take place.

Tasks and Mark distribution:

1. Reflective essay (50 marks)
2. Reflective journal (50 marks)

Notes:

1. You are expected to use the [CUHarvard](#) referencing format. For support and advice on how this students can contact [Centre for Academic Writing \(CAW\)](#).
2. Please notify your registry course support team and module leader for disability support.
3. Any student requiring an extension or deferral should follow the university process as outlined [here](#).
4. The University cannot take responsibility for any coursework lost or corrupted on disks, laptops or personal computer. Students should therefore regularly back-up any work and are advised to save it on the University system.
5. If there are technical or performance issues that prevent students submitting coursework through the online coursework submission system on the day of a coursework deadline, an appropriate extension to the coursework submission deadline will be agreed. This extension

will normally be 24 hours or the next working day if the deadline falls on a Friday or over the weekend period. This will be communicated via email and as a Softwarica Moodle announcement.

6. Assignments that are more than 10% over the word limit will result in a deduction of 10% of the mark i.e. a mark of 60% will lead to a reduction of 6% to 54%. The word limit includes quotations, but excludes the bibliography, reference list and tables.

ASSIGNMENT TASK BRIEF*

1. Students will discuss various NLP techniques and their effectiveness in improving communication skills. It should be a 750 words essay. (50 Marks)
2. Students will write a reflective journal of 750 words on personal revelation through the Effective Communication Skills course topics; they will introspect on their skills, strengths, weaknesses and personal areas for development. They will write their essay on the context of their future career. (50 marks)

MARKING SCHEME FOR Task 1

	9 -10 marks	5 – 8 marks	3 – 5 marks	below 2 marks
Writing Style	Has written a reflective writing with all the relevant metrics	Reflective writing but missing some metrics	Not a reflective writing or missing metrics	Not a reflective writing and missing metrics
Organization	Essay is organized into proper paragraphs, with thesis statement, topic sentences and other elements	Proper paragraphs, and essay is organized well for the most part with most of the necessary elements	Essay or paragraph format along with the necessary elements are not organized well	Proper organization is missing
Content	Has detailed the student's experience on using various NLP techniques, including introspection and application	Has some detailed the student's experience on using few NLP techniques, including introspection and application	Has low detailed the student's experience on using an NLP technique, including introspection and application	Has no content detailing the student's experience on using an NLP technique, including introspection and application
Sentence structure and vocabulary	Precise sentence structure, advanced use of English grammar and good use of vocabulary including linking words	Variety in sentence structure, intermediate use of English grammar and word choice	Unclear sentences, basic use of English grammar and improper word choice	Improper style of writing, poor use of English grammar with many errors and no control on vocabulary
Coherence	Logical sequencing of the thoughts, one paragraph leads to the next	Logical sequencing of the thoughts, one paragraph leads to the next for the most part	Balance in the ideas and their supporting details not properly aligned with the main topic	Vagueness in connecting main ideas to the topic, and supporting the main ideas

MARKING SCHEME FOR Task 2

	9 -10 marks	5 – 8 marks	3 – 5 marks	below 2 marks
Writing Style	Has written a reflective writing with all the relevant metrics	Reflective writing but missing some metrics	Not a reflective writing or missing metrics	Not a reflective writing and missing metrics
Organization	Essay is organized into proper paragraphs, with thesis statement, topic sentences and other elements	Proper paragraphs, and essay is organized well for the most part with most of the necessary elements	Essay or paragraph format along with the necessary elements are not organized well	Proper organization is missing
Content	Content is on the topics covered	Some content topics	Low content topics	Content almost out of topic
Sentence structure and vocabulary	Precise sentence structure, advanced use of English grammar and good use of vocabulary including linking words	Variety in sentence structure, intermediate use of English grammar and word choice	Unclear sentences, basic use of English grammar and improper word choice	Improper style of writing, poor use of English grammar with many errors and no control on vocabulary
Coherence	Logical sequencing of the thoughts, one paragraph leads to the next	Logical sequencing of the thoughts, one paragraph leads to the next for the most part	Balance in the ideas and their supporting details not properly aligned with the main topic	Vagueness in connecting main ideas to the topic, and supporting the main ideas