



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING
UTM Johor Bahru

ASSIGNMENT 3: ACADEMIC WRITING

- Subject : Technology and Information System (SECP1513)
Session : 2024/2025 Semester 1
Task : **ACADEMIC WRITING** on INDUSTRIES TALK 2
Title : SKILLS IN UNIVERSITY AND INDUSTRY
Duration : 10 Day
Submission : This is a **GROUP WORK**
a. Upload a report (in .pdf format) via UTM E-learning
b. Upload a report (in .pdf format) via GitHub (**A WEEK** after a submission through UTM E-learning)



Poster for Industry Talk

Password: FMn33DCjvq3

Recording link:

<https://utm.webex.com/recording/service/sites/utm/recording/495193b7b8d1499da9109e304e3f154a/playback>

Instruction:

1. Students are required to prepare **AN ACADEMIC WRITING**.
 2. The length of the **ACADEMIC WRITING SHOULD NOT EXCEED 3 PAGES**:
 - a. Page one: This is the cover of the REPORT; it should include a proper title and a representative picture. The cover page should also include the titles for the topics covered in the REPORT and names of group member.
 - b. Pages two and three should include:
 - Industry Talk on Skills in university and industry. The content should consist of: description of the speaker experience, basic skills required for computer science and skills required by industry. Student should add the reference from academic paper. Format for cited (author name, year).
 - The reflection [each student] from the talk. How you will successful in the computer science in next four year?
 - The references list
- **Note:** The content of your report is your own opinion and views. You may refer the rubric of report in the next page.
3. The report will contribute **7%** of the course assessment.
 4. Follow the **format of** report as follows:
 - a. Justify alignment for text description.
 - b. Include the page number in each page.
 - c. Design your report using your own creativity.
 5. You may refer to the following links as your reference for designing your **academic writing**:
 - a. [Academic Phrasebank | The University of Manchester](#)
 - b. [How to write in an academic style | StudySkills@Sheffield | The University of Sheffield](#)
 6. **PLAGIARISM** of the content is prohibited. If any of the content is known to be copied from other website/review/blogs, you will be given **0 mark**.
 7. You can get photos/information from other resources, but you must include credits (in citation/link) to the original owners.

Rubric for Report (7%)

Criteria	Excellent 10-7	Fair 6-4	Poor 3-0	WEIGHTAGE	MARKS
Informative and Attractive	<ul style="list-style-type: none"> • Provide accurate information (Content). • All required information is presented in a logical order. 	<ul style="list-style-type: none"> • Some information (Content) is inaccurate, but presented in a logical order. • Very few required information is missing and presented in a logical order. 	<ul style="list-style-type: none"> • Most Information (Content) are inaccurate, or not presented in a logical order, making it difficult to follow. • Most required information is missing and not presented in a logical order, making it difficult to follow. 	10	<div> <div></div> <div>10</div> <div>10</div> </div> X
Contents	<p>Page one: This is the cover of the REPORT; it should include a proper title and a representative picture. The cover page should also include the titles for the topics covered in the REPORT and names of group member.</p> <p>Pages two and three should include: Industrial Talk 2 [17 December 2024]</p> <p>The content should consist of: description of the speaker experience, basic skills required for computer science and skills required by industry. The reflection [each student] from the talk. How you will successful in the computer science in next four year?</p>			30	<div> <div></div> <div>30</div> <div>10</div> </div> X
	<ul style="list-style-type: none"> • All contents included • Very good presentation of content 	<ul style="list-style-type: none"> • Included but not well covered • Moderate presentation of content 	<ul style="list-style-type: none"> • Included but poorly covered • Lack of content and not 		

Criteria	Excellent 10-7	Fair 6-4	Poor 3-0	WEIGHTAGE	MARKS
	and well organized. • Use many graphics, pictures.	and well organized • Use moderate graphics, pictures.	organized properly. • Use inappropriate graphics or pictures.		
Reflection	The reflection [each student] from the talk. How you will successful in the computer science in next four year?			30	<div> <div></div> <div>30</div> <div>10</div> </div> X
	• Excellent explanation.	• Fair explanation.	• Poor explanation.		
Report Features	<ul style="list-style-type: none"> • Include all required features, such as main report, graphics with captions and reporters. • All features relate to the subject and are appropriate for the targeted audience. • The layout is creative. 	<ul style="list-style-type: none"> • Not all required features, such as main report, graphics with captions and reporters. • All features are almost related to the subject and are appropriate for the targeted audience. • The layout shows some degree of creativity but is not organized logically and/or is cluttered. 	<ul style="list-style-type: none"> • Lack of features, such as main report, graphics with captions and reporters. • All features are unrelated to the subject and are inappropriate for the targeted audience. • The layout is messy, disorganized or cluttered. 	10	<div> <div></div> <div>10</div> <div>10</div> </div> X

Criteria	Excellent 10-7	Fair 6-4	Poor 3-0	WEIGHTAGE	MARKS
Organization and Structure	<ul style="list-style-type: none"> Structure of text is interesting and organized very well, easy to understand. 	<ul style="list-style-type: none"> Structure of text is quite interesting and organized. 	<ul style="list-style-type: none"> Most parts of the structure of text are not really interesting and unorganized. 	10	<div> <div></div> <div>10</div> <div>10</div> </div> X
Text	<ul style="list-style-type: none"> All texts are easy to read and clear explanation. Use appropriate font size. Use not more than three different font styles. 	<ul style="list-style-type: none"> Most texts are easy to read and clear explanation. Use appropriate font size. Use more than three different font styles. 	<ul style="list-style-type: none"> Some texts are difficult to read unclear explanation. Use medium font size. Use more than four different font styles. 	5	<div> <div></div> <div>5</div> <div>10</div> </div> X
Timeliness	<ul style="list-style-type: none"> Due date on time submission. 	<ul style="list-style-type: none"> Due date one day late submission. 	<ul style="list-style-type: none"> Due date more than one day late submission. 	5	<div> <div></div> <div>5</div> <div>10</div> </div> X
Total					<div> <div></div> <div>100</div> <div>/</div> </div>