

Semester 2			
Course Code:	DSA 557 1.0		
Course Name	Scientific Writing and Communication		
Credit Value	1.0		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	10	20	20
<p>Course Aim/Intended Learning Outcomes:</p> <p>At the completion of this course student will be able to</p> <ul style="list-style-type: none"> ➤ Gather relevant information through active listening ➤ Relate the information gathered into the business context ➤ Effectively communicate ideas verbally and in writing 			
<p>Teaching /Learning Methods: Student centered methods</p> <ol style="list-style-type: none"> 1. At each session, the facilitator will introduce the objective of the session. Then an individual or group activity is assigned to the class. Result of the activity is discussed and assessed. 2. Mode of Delivery: face to face 			
<p>Course Content: (Main topics, Sub topics)</p> <p>Active listening</p> <p>Building trust and establishing rapport, Demonstrating concern, Paraphrasing, Brief verbal affirmation, Asking open-ended questions, Asking specific questions, Waiting to disclose your opinion, Disclosing similar situations</p> <p>Think hard</p> <p>Intrinsic cognitive load, Extraneous cognitive load, Germane cognitive load, thinking hard and motivation</p> <p>Business insight</p> <p>Preparation, incubation, illumination, and verification; Contradictions, Connections, Coincidence, Curiosity and Creative desperation.</p> <p>Presentation skills</p> <p>Preparing for a presentation, organizing the presentation material, writing the presentation, deciding on the presentation method, Working with Visual Aids</p> <p>Storytelling</p> <p>Reasons for telling stories, properties of a good story, storytelling process</p> <p>Soft issues</p>			

Identification and resolving soft issues			
Data visualization			
Selecting and applying appropriate data visualization technique, Uses and misuses of data visualization			
Writing / publishing skills			
Writing an abstract, writing a literature review, writing a research paper			
Assessment Strategy:			
Continuous Assessment 20%		Final Assessment 80%	
Details: quizzes %, mid-term %, assignments % 0 0 100 (each session is assessed separately)		Theory (%) 80%	Practical (%) 20%
		Other (%) (specify) 0	
References/Reading Materials:			
<ul style="list-style-type: none">➤ Scientific Writing and Communication: Papers, Proposals and Presentations, Hofmann, A., Oxford University Press, Third Edition, 2016➤ Fundamentals of Modern Scientific Communication, Valley, R., Kendall Hunt Publishing, 2016➤ http://www.dataversity.net/how-data-scientists-can-improve-communications-skills/			