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| **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 | |
| Course Aim/Intended Learning Outcomes:  At the completion of this course student will be able to   * Gather relevant information through active listening * Relate the information gathered into the business context * Effectively communicate ideas verbally and in writing | | | | | | |
| Teaching /Learning Methods: Student centered methods   * + - 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 | | | | | | |
| Course Content: (Main topics, Sub topics)  Active listening  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  Think hard  Intrinsic cognitive load, Extraneous cognitive load, Germane cognitive load, thinking hard and motivation  Business insight  Preparation, incubation, illumination, and verification; Contradictions, Connections, Coincidence, Curiosity and Creative desperation.  Presentation skills  Preparing for a presentation, organizing the presentation material, writing the presentation, deciding on the presentation method, Working with Visual Aids  Storytelling  Reasons for telling stories, properties of a good story, storytelling process  Soft issues  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:   * 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/ | | | | | | |