



**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 Days (22 December 2024 until 1 January 2025 before 12.00 am)  
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 lists
- \*\*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
<b>Informative and Attractive</b>	<ul style="list-style-type: none"> <li>• Provide accurate information (Content).</li> <li>• All required information is presented in a logical order.</li> </ul>	<ul style="list-style-type: none"> <li>• Some information (Content) is inaccurate, but presented in a logical order.</li> <li>• Very few required information is missing and presented in a logical order.</li> </ul>	<ul style="list-style-type: none"> <li>• Most Information (Content) are inaccurate, or not presented in a logical order, making it difficult to follow.</li> <li>• Most required information is missing and not presented in a logical order, making it difficult to follow.</li> </ul>	10	<div> <div></div> <div>10</div> <div>10</div> </div> X
<b>Contents</b>	<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: <b>Industrial Talk 2 [17 December 2024]</b></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"> <li>• All contents included</li> <li>• Very good presentation of content</li> </ul>	<ul style="list-style-type: none"> <li>• Included but not well covered</li> <li>• Moderate presentation of content</li> </ul>	<ul style="list-style-type: none"> <li>• Included but poorly covered</li> <li>• Lack of content and not</li> </ul>		

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.		
<b>Reflection</b>	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.		
<b>Report Features</b>	<ul style="list-style-type: none"> <li>• Include all required features, such as main report, graphics with captions and reporters.</li> <li>• All features relate to the subject and are appropriate for the targeted audience.</li> <li>• The layout is creative.</li> </ul>	<ul style="list-style-type: none"> <li>• Not all required features, such as main report, graphics with captions and reporters.</li> <li>• All features are almost related to the subject and are appropriate for the targeted audience.</li> <li>• The layout shows some degree of creativity but is not organized logically and/or is cluttered.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of features, such as main report, graphics with captions and reporters.</li> <li>• All features are unrelated to the subject and are inappropriate for the targeted audience.</li> <li>• The layout is messy, disorganized or cluttered.</li> </ul>	10	<div> <div></div> <div>10</div> <div>10</div> </div> X

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