



INSTITUTE OF BUSINESS & MANGEMENT (IB&M)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY
(UET), LAHORE



COURSE OUTLINE

Course: **Academic & Technical Writing**

Course Code: Semester: **IV**

Credit Hours: **3**

Class: **BBA 2018**

Instructor: **Aeisha Altaf**

Total hours: **16*3= 48**

Course Introduction:

Academic & Technical Writing introduces you to the essentials of writing (key concepts, methods of writing, strategies and tactics) critical to drafting effective academic and technical drafts.

This course explains Basic principles/concepts of writing one can use in every aspect of one's official communication.

Learning objectives

Upon successful completion of Academic & Technical writing course students should be able to:

1. To draft personal documents for recruitment purpose.
2. To develop, analyze and draft research reports covering all the perspectives of the given topic.
3. To comprehend case study method approach
4. To display working knowledge of Business English
5. To develop strategic communication campaigns of corporate social responsibility of the established brands.

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	To draft personal documents for recruitment purpose.	Communication & Team Spirit
2.	To develop, analyze and draft research reports covering all the perspectives of the given topic.	Communication & Team Spirit
3.	To comprehend case study method approach and to display working knowledge of Business English	Critical Thinking
4.	To develop strategic communication plans of the corporate social responsibility of the established brands.	Ethical & Corporate Social Responsibility

Textbooks:

Business Communication by Shalni Verma

Harvard Business Publishing Education "The Case Study Handbook"

"The Essentials of Business Etiquette-Barbara Patcher with Denise Cowie"

"How to write Effective Business English" by Fiona Talbot

Ferguson-"Career Skills Library"-Third Edition

Handouts attached

Journals:

Harvard Case Study

Detailed Weekly Plan

BBA-2018

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
1.	Writing for a Purpose(Personal Statement, Written Proposals, Emails, Memorandum Writing) Tenses Review	Understand the dynamics of personal statements Understand the functioning of tenses and kinds of sentences and the connectors used.	Should be able to understand the need of Business Schools and what they require in a student. Should be able to draft personal statement and modify it according to the given context	To draft personal documents for recruitment purpose.	Lecture Group discussion	Writing Personal Statement
2.	Press Release News Story	Understand the context of the given situation and write a working document accordingly	To draft an official document of press release and news story .	To draft personal documents for recruitment purpose.	Lecture Group discussion	Assignment
3.	CV writing Cover letter Writing	Kinds of CV writing Different trends of cover letters	Able to draft different types of CV Draft cover letters in different contexts	To draft personal documents for recruitment purpose	Lecture	Class Activity / Assignment
4.	Punctuation Matters Report Writing	Understanding the use of Apostrophe,Comma,Period,Colon, Semicolon,Quotation mark,ExclamATION point,hyphen,URLs	Display the learnt skill in practical manner through practice sessions	To draft personal documents for recruitment purpose	Lecture	QUIZ
6.	Study Guide for Case Analysis and Writing	Study how for decision scenario cases Study guide for evaluation scenarios Study guide for problem diagnosis scenario cases	Should be able to understand the case base study approach	To develop, analyze and draft research reports covering all the perspectives of the given topic.	Lecture Group Discussion Class activity	Presentations on the case scenarios of Dove and Ikea

7.	Group Interviews with the drafted CV and cover letter	Understand the requirements of a job advertisement and draft the required documents and appear in mock interviews	Display effective interview skills and the importance of context built documents	To draft personal documents for recruitment purpose.	Lecture Class activity	Interviews
8.	Mid-Term Examination					
9.	Correction of Errors,Punctuation and Grammar tips,Nouns and gender in English,Parts of Speech and other Grammar,Paragraphs,Verbs and tenses,Agreement of subject and verb,Comparison,Transitional Words and phrases	Understand the basic 100 errors and the correct usage of parts of speech	Should be able to display the knowledge of correct language	To draft personal documents for recruitment purpose.	Lecture Group discussion	Class Activity
10.	Designing presentations	Understand how to create inspiring slides,using videos effectively,Using Props,learning to stop reading and start speaking	Display working knowledge of an effective presentation	Critical Thinking	Lecture	Presentation
11.	Paraphrasing,Summarizing	Understand how to draft,contract and synthesize given knowledge in single draft	Display the learnt skill in practical manner through practice sessions	To draft personal documents for recruitment purpose.	Lecture	Quiz

12.	Synthesizing	Understand different methods of paragraph writing/drafting thesis statement and topic sentence	Display the learnt skill in practical manner through practice sessions	To draft personal documents for recruitment purpose.	Lecture	Assignment
13.	Types of Report Writing	Understand the importance of research in data collection, draft different sections of a report	Pick topics of contemporary relevance from the list and draft a report and collect authentic data.	Critical Thinking	Lecture Group discussion	Practice sessions
14.	Learning to Draft Strategic Communication Campaigns	Describe how the process of communication relates to effective promotion.	Comprehend the role that promotion plays in creating an image of the product as well as the company in mind of the consumer. Identify promotional tools.	To develop effective strategic communication campaigns for the worked upon independent start up business idea.	Lecture	Assignment
15.	Learning to Draft Strategic Communication Plans of Corporate Social Responsibility	Understand the concept of corporate social responsibility and how the established brands CSR methods can be applied to student's start up business idea	Display the learnt skill	To develop strategic communication plans of the corporate social responsibility of the established brands.	Lecture/ Group Discussion	Presentation
16.	Final-Term Examination					

Grading Scheme:

Mid Term	30%
Final Exam	40%
Presentation(s)	10%
Assignments	05%

Class activities/participation	05%
Quizzes	05%
Attendance	<u>05%</u>
Total	100%

There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned.

Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.

Attendance Requirements:

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students attend every class session.

Classroom Behavior:

In class all cell phones must be turned off or set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Students Responsibilities:

The Participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether or not covered by the instructor. In case of absence it is the participant's responsibility to get class notes, handouts, and/or directions from a classmate.

Honesty Policy:

A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

Note: Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.
