

Technical and Business Writing

Course Code	Credit Hours
HU-212	2+0

Course Description:

The course focuses on the need of effective technical aspects of writing for various forums. It covers topics like the process and style of technical writing, audience, formal and informal writing, applications and other sort of writings.

Text Books:

1. A Manual for Writers of Term Papers, Theses, and Dissertations by Kate L. Turabian. Sixth Edition. The University of Chicago Press
2. Technical writing Process and Product by Sharon Gerson and Steven Gerson
3. Reporting Technical Information by Kenneth W. Houpp, Thomas E. Persall, Tebeaux and Dragga Tenth Edition.
4. Technical Communication (15th edition) by John M. Lanon and Laura J Gurak.

ASSESSMENT SYSTEM FOR THEORY

Quizzes	10%
Assignments	10%
Mid Semester Exam (MSE)	30%
End Semester Exam (ESE)	50%

Teaching Plan:

Week No	Topics	Learning Outcomes
1	Introduction	<ul style="list-style-type: none"> ● Introduction to the subject, Importance, Definitions ● Types of Technical Writing, Features, Qualities ● Basic Principles
2-6	Mechanics of Technical Writing and Communication Models, Collaborative Writing, Composing Persuasive messages/plan, Good or Bad	<ul style="list-style-type: none"> ● Mechanics of Technical Writing ● Mechanics of Technical Writing (contd.) ● Communication Model – CMAPP ● Communication Principles (7C's) ● Writing Process – Three Stages ● Pre-writing - Techniques ● Writing/Drafting ● Revision / Editing ● Group/collaborative Writing (Requirements, Techniques) ● Group/collaborative (Stages) ● Audience (Recognition, Knowledge level, Roles)

	News,	<ul style="list-style-type: none"> ● Audience (Organizational distance, Attitudes, Involvement) ● Defining Purpose Clearly ● Approaches to Writing ● How to Compose: ● Good News Message ● (Direct Plan) ● Persuasive Message (to motivate) ● Persuasive Message II ● (Sales Appeal- AIDA Plan)
7-8	Approaches to Different Types of Writing	<ul style="list-style-type: none"> ● Memorandum Writing ● E Mail – Advantages & Disadvantage ● Guideline to write an effective ● E-mail ● Approaches to Writing ● Bad News Message Creating Buffer ● Letter Writing: Compulsory & Optional Elements ● Types of letter ● Acknowledgment & Adjustment, Complaint Letters, Inquiries and Responses
9		Mid Semester Exam (MSE)
10-12	Effective Formal Writing for Employment Admission, and Research	<ul style="list-style-type: none"> ● Resume Writing ● Writing Job Application ● Employability related skills ● Personal Statements ● Preparing summaries ● Preparing outlines ● Proposal Writing ● Proposal Writing (contd.)
13-17	Detailed Report Writing helpful to learn Research Skills, Oral and Effective Presentation Skills	<ul style="list-style-type: none"> ● Reports ● Research and Documentation (Definitions, Types) ● Research and Documentation (Methodologies) ● Research and Documentation (Literature search, lib tools) ● Research and Documentation (Abstract, Introduction, Main body, Conclusion, Recommendation) ● Research and Documentation (References, Plagiarism) ● Students’ Project Presentations ● Oral Presentation ● Hallmarks of a good oral presentation
18		End Semester Exam