

NIRMA UNIVERSITY

Institute:	Institute of Technology
Name of the Programme:	B. Tech. (All Programmes)
Course Code:	
Course Title:	Written Communication
Course Type:	Common
Year of introduction:	2022-2023

L	T	Practical component				C
		LPW	PW	W	S	
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Course Learning Outcomes (CLOs):

At the end of the course the students will be able to:

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| 1. organise ideas coherently and make arguments to express their position | BL3 |
| 2. develop their arguments clearly and correctly | BL3 |
| 3. illustrate different forms of writing | BL2 |
| 4. demonstrate ethical understanding and skills in writing | BL2 |

Syllabus:

Total Teaching hours: 30

Unit	Syllabus	Teaching hours
Unit I	Introduction to writing, types, purpose, importance, audiences & their recognition	5
Unit II	Process of writing, organization, pre, post and rewriting, editing, concise writing, clarity, accuracy, avoiding obscure words, jargons, fog index, redundancies, gender neutral language, data visualization tools, precise writing.	8
Unit III	Ethics in writing, guide for ethical standards, plagiarism, copyright, referencing, citations, summarizing	7
Unit IV	Paragraph, essay writing, types of essays, argumentative, expository, narrative, and descriptive essays.	5
Unit V	Forms of writing, report writing, SOP writing, resume writing, proposal writing, web pages, presentations & tools	5

Self-Study:

Self-study contents will be declared at the commencement of the semester. Around 10 % of the questions will be asked from the self-study contents.



Tutorials: Around 10 tutorials will be given to students in alignment with the theory classes. In the batch of 25-20 students, these tutorials will enhance macro and micro-skills of written communication.

Suggested Readings/ References:

1. Writing Tools: 50 Essential Strategies for Every Writer, Roy Peter Clark, Little, Brown and Company; Special edition (10 January 2008).
2. The Science of Strong Business Writing, Bill Birchard, Harvard Business Review, 2021.
3. Technical Writing Process & Product, Sharon J. Gerson & Steven M. Gerson, Pearson, 1999.
4. Writing and publishing a scientific research paper, Subhash Chandra Parija and Vikram Kate, Springer/Singapore, 2021.
5. Effective Technical Communication (2nd edition), M. Ashraf Rizvi, McGraw Hill Education, 2018.
6. Effective Academic Writing, Alice Savage and Patricia Mayer, Oxford University Press, 2013.

L = Lecture, T = Tutorial, P = Practical, C = Credit

^ this is not an exhaustive list