

## NIRMA UNIVERSITY

<b>Institute:</b>	<b>Institute of Commerce</b>
<b>Name of Programme:</b>	<b>B.com (Hons.) Programme</b>
<b>Course Code:</b>	
<b>Course Title:</b>	<b>Written Communication</b>
<b>Course Type:</b>	<b>Common</b>
<b>Year of introduction:</b>	<b>2022 (Semester-II)</b>

<b>L</b>	<b>T</b>	<b>Practical component</b>				<b>C</b>
		<b>LPW</b>	<b>PW</b>	<b>W</b>	<b>S</b>	
<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>

### Course Learning Outcomes (CLO):

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

- |    |   |     |
|----|---|-----|
| 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**

<b>Unit</b>	<b>Syllabus</b>	<b>Teaching hours</b>
Unit I	Introduction to writing, types, purpose, importance, audiences & their recognition	<b>5</b>
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	<b>8</b>
Unit III	Ethics in writing, guide for ethical standards, plagiarism, copyright, referencing, citations, summarizing	<b>7</b>
Unit IV	Paragraph, essay writing, types of essays, argumentative, expository, narrative, and descriptive essays.	<b>5</b>
Unit V	Forms of Writing, report writing, SOP writing, resume writing, proposal writing, web pages, presentations & Tools	<b>5</b>

### 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 Spark; Special edition (10 January 2008)
2. The Science of Strong Business Writing by 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 (2<sup>nd</sup> edition), M. Ashraf Rizvi, Tata McGraw Hill Education (2018).
6. Effective Academic Writing, Alice Savage and Patricia Mayer, Oxford University Press, 2013.

^ this is not an exhaustive list

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

w.e.f. academic year 2022 - 23 and onwards