



Code	Subject Title	Cr. Hrs	Semester
ENG-232	Technical & Business Writing (IT)	3	IV
Year	Discipline		
2	Information Technology		

The objective of this course is to upgrade students' ability to write effectively in the world of science, technology and business, to produce experts and specialists in the business and technical writing, to enhance students' skills for the effective delivery of technical information to audience (listeners or viewers). It will help the students to generate thorough understanding of common types of reports, special format items and other technical features of business documents, to develop verbal and non verbal communication skills for an effective display of personality. The following topics will be covered in the course: Business communication overview, Communication and organizational effectiveness, Process of creating effective messages, five planning steps and organizational plans, Different Forms of Written communication including Persuasive messages, Good News and Neutral messages, Bad News, Memorandum writing, Letter writing, Informative and positive messages, Academic, research and business proposals writing, Formal Report Writing, Business Research Methods, Documentation and Research Citation, Oral presentation, Strategies for an effective Audience Analysis, Non-verbal communication, Employment communication, Cross-cultural communication, Business Communication and the Ethical Contexts.

Text Book

1. Greenfield, T., Research Methods, Guidance for Postgraduates, Arnold, 1996, ISBN-10: 0340806567

Recommended Book

1. Handouts provided by the instructor
-