

**VASAVI COLLEGE OF ENGINEERING (Autonomous)  
DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**OPEN ELECTIVE - VI SEMESTER  
TECHNICAL WRITING AND PROFESSIONAL PRESENTATIONS**

**Name of the Faculty-** Mr.Stephen Nalabolu,  
Manager- **Broadridge** , India Chapter  
(Technical communications, training division)

<b>Course Code: OE510EH</b> <b>Duration: 2 hours/week</b>	<b>CIE-Marks-30</b> <b>SEE- Marks 70Credit-2</b>
<b>Course Objectives</b> <b>The objectives of the course are to introduce -</b> 1.the principles and mechanics of technical writing. 2.process description and feasibility reporting of technical information.( written and spoken)	<b>Upon the completion of the course, students are expected to-</b> 1. write effective reports 2. research and write project proposals and SOPs 3. make persuasive presentations

**UNIT I**

**A. TECHNICAL REPORTS- INFORMAL**

Informal report formats, project and research reports

**B. TECHNICAL REPORTS-FORMAL**

Formal report components, feasibility reports, evaluation reports,  
Analytical and informational reports, executive summaries.

**UNIT II**

**TECHNICAL WRITING IN BUSINESS CORRESPONDENCE**

Components of a letter, forms of electronic communication, effective emails, instant and text messaging guidelines.

**UNIT III**

**TECHNICAL RESUMES**

Parts of a resume, letters of employment, resume format and distribution, cover letter writing, the curriculum vitae.

**UNIT IV**

**A. PROFESSIONAL PRESENTATIONS**

Personal presentations, Paper presentations, Poster presentations, Power point presentations

**B. HOW TO WRITE PROPOSALS AND STATEMENT OF PURPOSE**

Types of proposals, persuasive elements, requests for proposals, stating your objective

**METHODOLOGY:-**

Case Studies  
Demonstration  
Expert lectures  
Writing and Audio-visual lessons

**ASSESSMENT :-**

Online assignments  
Individual and Group Presentations

**Learning Resources:-**

1. Effective Technical Communication, M Ashraf Rizvi, Tata McGraw-Hill Education, 2005
2. Raman, Meenakshi & Sangeeta Sharma. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University. Press, 2011.
3. Hacking Your Statement of Purpose: A Concise Guide to Writing Your SOP, Milena Young, 2014.
4. How to prepare a feasibility study: a step-by-step guide including 3 model studies. Front Cover. Robert E. Stevens, Philip K. Sherwood. Prentice-Hall, 1982.
5. Successful Presentations ( with DVD): John Hughes & Andrew Mallett. Oxford university Press.

**Dr. Jacqueline Amaral**

**Head and Chairman, BOS**

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