National University of Engineering (UNI)
School of Computer Science
Syllabus 2027-I

1. COURSE

BRC101. Writing and Communication (Mandatory)

2. GENERAL INFORMATION

2.1 Course	:	BRC101. Writing and Communication
2.2 Cycle	:	6^{th} Cycle.
2.3 Credits	:	2
2.4 Hours	:	2 HT; 2 HP;
2.5 Duration of the period	:	16 weeks
2.6 Type of course	:	Mandatory
2.7 Learning modality	:	Face to face
2.8 Prerrequisites	:	None

3. PROFESSORS

Meetings after coordination with the professor

4. INTRODUCTION TO THE COURSE

Effective written, oral, and digital communication is a core engineering competency, independent of any particular specialty. This course develops academic and technical writing, oral presentation, and professional digital-communication skills, so that students can produce clear reports and collaborative academic work, apply standard citation norms, and communicate technical content to varied audiences throughout their engineering studies and professional careers.

5. GOALS

- Apply grammar, style, and academic writing conventions to produce clear, well-organized written texts.
- Write academic and group research texts following standard citation norms (APA).
- Deliver structured oral presentations, adapting content to different audiences.
- Communicate professionally through digital channels and with project stakeholders.

6. COMPETENCES

AG-C04) Communication: Communicates effectively in complex computing activities. (Familiarity)

7. TOPICS

<table>
<tr><td colspan="2">Unit 1: Written and Technical Communication (19 hours)</td></tr>
<tr><td colspan="2">Competences Expected: AG-C04</td></tr>
<tr><td>Topics</td><td>Learning Outcomes</td></tr>
<tr><td>Audience analysis and adaptation of technical content
Written communication: technical reports, memos, emails, and specifications
Visual communication: graphs, charts, diagrams, and effective slide design</td><td>Write a clear, concise, and well-organized technical report on a laboratory experiment or design project. [Usar]
Create effective graphs and diagrams to present engineering data. [Evaluar]</td></tr>
<tr><td colspan="2">Readings : [GL13], [Ame20]</td></tr>
</table>

Unit 2: Oral Presentation and Professional Communication (19 hours)	
Competences Expected: AG-C04	
Topics	**Learning Outcomes**
• Oral presentations: structure, delivery techniques, and handling Q&A • Proposal writing: technical approach, management plan, and cost estimating • Executive summaries and communicating with non-technical stakeholders	• Deliver a structured oral presentation on a technical topic using appropriate visual aids. [Usar] • Outline the key sections of a competitive engineering proposal. [Familiarizarse] • Develop an executive summary that conveys key project findings to a senior management audience. [Usar]
Readings : [GL13], [Ame20]	

Unit 3: Digital and Collaborative Communication (18 hours)	
Competences Expected: AG-C04	
Topics	**Learning Outcomes**
• Collaborative writing and document management in team settings • Digital communication: web content, social media guidelines for engineers • Persuasive communication and negotiation techniques	• Manage a collaborative document (e.g., on Google Docs or SharePoint) for a team project. [Evaluar] • Explain the professional risks and opportunities associated with engineers using social media. [Familiarizarse] • Employ basic negotiation tactics to resolve a simulated conflict over project scope. [Usar]
Readings : [GL13], [Ame20]	

8. WORKPLAN

8.1 Methodology

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

8.2 Theory Sessions

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

8.3 Practical Sessions

The practical sessions are held in class where a series of exercises and/or practical concepts are developed through problem solving, problem solving, specific exercises and/or in application contexts.

9. EVALUATION SYSTEM

Theory Sessions:
The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

Lab Sessions:
In order to verify their competences, several activities including active learning and roleplay will be developed during lab sessions.

Oral Presentations:
Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

Reading:
Throughout the course different readings are provided, which are evaluated. The average of the notes in the readings is considered as the mark of a qualified practice. The use of our virtual campus allows each student to access the course information, and interact outside the classroom with the teacher and with the other students.

The final grade NF depends on the following grades:

- PE: Partial Exam.
- FE: Final Exam.
- P: Permanent Evaluation (Average of practical work and graded assignments).

The final grade NF is calculated as follows:

$$NF = \frac{PE + FE + P}{3}$$

10. BASIC BIBLIOGRAPHY

[GL13] Laura J. Gurak and John M. Lannon. *A Concise Guide to Technical Communication*. 4th. Pearson, 2013.

[Ame20] American Psychological Association. *Publication Manual of the American Psychological Association*. 7th. American Psychological Association, 2020.