



## School of Linguistics and Applied Language Studies Course Outline

### WRIT 202 – WRITING FOR BUSINESS 2008 – Trimester 2 (7 July - 10 October)

#### 1. Course Coordinator

Dr Sky Marsen  
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Office Hours: tba

#### 2. Class Times and Rooms

CRN 11049: Monday 3-4 in and Wednesday 3-5 in MY 631  
CRN 11816: Monday 1-2 in VZ 506 and Thursday 12-2 in MY 631

#### 3. Announcements

The Writing Programme noticeboard is in Von Zedlitz Building, Level 2, opposite VZ 207 and 208

#### 4. LALS Main Office

VZ210, level 2 Von Zedlitz Building, Kelburn Parade

#### 5. Course Administrator

Vivien.Trott Tel: 463 5894, Fax: 463 5604, [Vivien.Trott@vuw.ac.nz](mailto:Vivien.Trott@vuw.ac.nz)

#### 6. Web contact

[www.blackboard.vuw.ac.nz](http://www.blackboard.vuw.ac.nz)

#### 7. Content and Objectives

The course covers the writing styles and document formats currently used in international business contexts. Through guided and regular practice, it will assist you to communicate effectively in different written formats, in a variety of professional contexts, and using different styles. In particular, the course objectives are:

- To build understanding of the requirements for successful communication at management level
- To build understanding of the role of writing within the context of professional communication
- To foster familiarity with the different document types used in contemporary business contexts
- To provide practical training in writing an effective document, from sentence structure and style, to formatting and design

- To demonstrate the processes and conventions for planning, researching and writing proposals, investigative reports and business feature articles

*Specifically, by the end of the course, you should be able to:*

- Compose confidently documents to inform, analyse and persuade
- Apply skills of logical and critical analysis in your reading and writing of a variety of texts
- Select, analyse, and synthesise reliable sources to meet task requirements
- Understand the differences between print and digital media and make informed decisions on their use
- Communicate effectively technical knowledge to non-specialist readers

**A detailed course schedule will be distributed separately in class.**

## **8. Expected Workload**

Although this may vary depending on individual competence, students are expected to spend approximately 12 hours per week on the course outside of class.

## **9. Texts**

### **Prescribed textbook:**

Marsen, S. (2007). *Professional writing: The complete guide for business, industry and IT*, 2<sup>nd</sup> edition Basingstoke: Palgrave (available from Victoria University bookshop, approx. \$50.00).

### **Handout material:**

To be distributed in class

## **10. Materials and Equipment**

### **Required:**

1. Writing material, such as a writing pad, a pen and a pencil (for editing activities)
2. A folder to keep handout material

### **Optional:**

A laptop computer for taking notes and recording information

## **11. Assessment Requirements**

The assessment in WRIT 202 consists of three assignments and two in-class tasks.

### **Assignment One: Business Feature Article**

Deadline: 14 August

Credit: 25%

Length: about 1,000 words

### **Assignment Two: Proposal**

Deadline: 11 September

Credit: 25%

Length: about 1,200 words

### **Assignment Three: Investigative Report**

Deadline: 10 October

Credit: 30%

Length: about 2,000 words

### **In-Class Task One: Summary**

Date: 3 and 4 September

Credit: 10%

### **In-Class Task Two: Editing**

Date: 1 and 2 October

Credit: 10%

**More information on assignments, such as marking criteria and suggested topics, will be handed out in the first class.**

## **12. Penalties**

Assignments submitted late without permission are penalised by 2% per late day, including weekends. An assignment that is more than two weeks late will be refused a grade.

## **13. Victoria University Grades**

Marks	85+	80-84	75-79	70-74	65-69	60-64	55-59	50-54	40-49	<40
Grades	A+	A	A-	B+	B	B-	C+	C	D	E

## **14. Explanation of the Grading Scale for WRIT 202**

### **A – Very Good to Superior**

- Meets or exceeds all the objectives of the assignment.
- Content is sophisticated, thorough, and well suited for the audience; original, substantive, persuasive; ambitious in its goals, presents complex ideas in an interesting manner.
- Style is clear, accurate, concise and forceful.
- Organisation and format make the information accessible, and attractive.
- Mechanics and grammar are correct.

### **B – Competent to Good**

- Meets the objectives of the assignment, but may need improvement on style or organisation.
- Is generally well written but may contain minor errors or inconsistencies in grammar, format, or content.
- Content is well expressed but not fully developed. No major flaws.
- May be well organised and clearly written, but reasoning may be routine or self-evident, or the information may be inadequate for the intended audience.

## C – Acceptable

- Misses some important objectives.
- Needs significant improvement in concept, detail, development, organisation, grammar, or format.
- May be formally correct but superficial in content, or may be adequate in content but contain numerous or major grammatical and stylistic errors.
- Fulfils basic requirements but offers little of genuine importance; lacks in intellectual content beyond opinion or description.

## Fail Grades (D – E) - Unacceptable

- Misses most or all objectives.
- Has scant information, does something other than the assignment requires, or contains several major errors.
- Contains seriously inappropriate style or content for the intended audience.
- Assignment has been penalized for unacceptably late submission, or for plagiarized content.

## 15. Mandatory Course Requirements

In order to qualify for grade assessment at the end of the course, you **must** meet these conditions:

1. Complete all assignments by their due dates (unless you have formal permission from your instructor to submit late)
2. Attend all workshops. If you miss more than six hours without permission, you will fail the mandatory course requirements.
3. Participate in class activities and complete all the tasks that are assigned as preparation for the following class.

## 16. Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

## **17. General University Statutes and Policies**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* available in hardcopy or under "about Victoria" on the Victoria homepage at:

[http://www.victoria.ac.nz/home/about\\_victoria/calendar\\_intro.html](http://www.victoria.ac.nz/home/about_victoria/calendar_intro.html)

Information on the following topics is available electronically under "Course Outline General Information" at:

<http://www.victoria.ac.nz/home/about/newspubs/universitypubs.aspx#general>

- Student and Staff Conduct
- Academic Grievances
- Academic Integrity and Plagiarism
- Meeting the Needs of Students with Impairments
- Student Support