



SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES

**Writing Programme
WRIT 202: Writing For Business**

**TRIMESTER 2 2010
12 July- 13 November 2010**

Teaching dates: 12 July 2010 to 15 October 2010

Mid-trimester break: 23 August to 5 September 2010

Study week: 18-22 October 2010

Examination/Assessment period: 22 October to 13 November 2010

WRIT 202 has no examination

Withdrawal dates

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Coordinator

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Course Administrator

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Class times and locations

Workshop CRN 11049: Mondays 2-5 in Murphy 105 or Murphy 402

Workshop CRN 11816: Thursdays 12-3 in Cotton 118 or Murphy 404

Students will be advised by e-mail which classroom to attend.

Course delivery

WRIT 202 has writing workshops. Students are expected to participate in class discussions, practical writing activities and analyses of texts.

Communication of additional information

Additional information will be communicated through e-mail and Blackboard, www.blackboard.vuw.ac.nz

Course content

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 encompasses the following themes:

- Analysis of the requirements for successful communication at management level
- Consideration of the role of writing within the context of professional communication
- Description and analysis of the different document types used in contemporary business contexts
- Practical training in writing an effective document, from sentence structure and style, to formatting and design
- Demonstration of the processes and conventions for planning, researching and writing proposals, investigative reports and business feature articles

Learning objectives

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.

Expected workload

Although this will vary depending on individual competence, students are expected to spend approximately 16 hours per week on the course outside of class.

Readings

Essential texts:

Marsen, S. (2007). *Professional writing: The complete guide for business, industry and IT*, 2nd edition Basingstoke: Palgrave

Other reading material to be distributed in class

For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of VicBooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from VicBooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building.

Customers can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from the shop. Customers will be contacted when they are available.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

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

Assessment requirements

The assessment in WRIT 202 consists of three assignments, and one in-class test.

Assignment One: Feature Article

This assesses your ability to adopt a writing style suitable for journalistic formats and to communicate technical knowledge to non-specialist readers.

Deadline: 2 August

Credit: 20%

Length: about 1,000 words

Assignment Two: Proposal

This assesses your ability to analyse a problem logically and persuasively.

Deadline: 13 September

Credit: 25%

Length: about 1,500 words

Assignment Three: Investigative Report

This assesses your ability to select, analyse and synthesise sources of information, composing a clear and coherent document appropriate for management communication.

Deadline: 27 September (outline) and 22 October (final)

Credit: 5% for the outline and 30% for the final

Length: about 2,000 words

In-Class Test

This assesses your overall comprehension of the course content.

Date: 20 and 23 September

Credit: 20%

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

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

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.

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.

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. Attain a passing grade for each assignment (50%)
3. Attend all workshops. If you miss more than six hours without permission, you will fail the mandatory course requirements.
4. Participate in class activities and complete all the tasks that are assigned as preparation for the following class.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Statement on legibility

Students are expected to write clearly. Where work is deemed 'illegible', the options are:

- the student will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame after which penalties will apply;
- the student will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) and lateness penalties apply;
- if the student does not transcribe it to an acceptable standard, the work will be accepted as 'received' (so any associated mandatory course requirements are met) but not marked.

Academic Integrity and Plagiarism

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website: <http://www.victoria.ac.nz/home/study/plagiarism.aspx>

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

GENERAL UNIVERSITY POLICIES AND STATUTES

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* or go to the Academic Policy and Student Policy sections on:

<http://www.victoria.ac.nz/home/about/policy>

The AVC(Academic) website also provides information for students in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx