



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES (LALS)

**WRITING PROGRAMME
WRIT202: WRITING FOR BUSINESS**

**TRIMESTER 2 2012
16 July to 17 November 2012**

Trimester dates

Teaching dates: 16 July to 19 October 2012
Mid-trimester break: 27 August- 9 September
Last piece of assessment due: 19 October 2012

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>

Names and contact details

Course Coordinator

Dr Sky Marsen
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Office Hours: tba

Course Administrator

Dayna Taramai Tel: 463 5894, Fax: 463 5604, dayna.taramai@vuw.ac.nz

Class times and locations

Workshop CRN 11049: Mondays 2-5 in 24 Kelburn Parade 201
Workshop CRN 11816: Fridays 12-3 in VZ 103

Streams running at the same time will be combined if there are only enough students for one class.

Teaching learning summary

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 Prescription

WRIT 202 focuses on the knowledge needed to produce effective documents in business and government. The course provides training in areas of writing in the professions, and explores genres such as investigative reports, proposals, and journalistic feature articles.

Course content

WRIT 202 focuses on the thought processes and writing skills needed to produce high-impact, quality documents in the business, government and corporate world. The course provides practical training in areas of writing that will assist you as a student of management, business or marketing, and as a working professional from any disciplinary background. We will look at the planning and composing of such documents as investigative reports, proposals, public relations documents, advertising and web site design

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

Students who pass this course should be able to:

- Compose confidently documents to inform, analyse and persuade
- Apply skills of logical and critical analysis in their 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

The expected workload for a 20 point course is 200 hours spread over the trimester, including the mid trimester break.

Readings

Essential texts:

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

The book also has a website, available at <http://www.palgrave.com/studyskills/marsen/students.aspx>

Other reading material to be distributed in class.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 9–27 July 2012, 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 of the trimester all undergraduate textbooks and student notes will be sold from vicbooks on Level 4 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 nominated collection points at each campus. 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

Supplementary Reading

Bazerman, Charles and Paradis, John (Eds) (1991) *Textual dynamics of the professions*. Madison, Wis.: University of Wisconsin Press.

Peeples, T. (2003) *Professional writing and rhetoric: Readings from the field*. New York: Longman.

Alred, G. J., Brusaw, C. T. and Oliu, W. E. (2000) *The business writer's handbook*. 6th ed. New York: St Martin's press.

Bargiela-Chiappini, F. and Nickerson, C. (Eds). (1999) *Writing business: Genres, media and discourses*. London: Longman.

Dias, P. et al. (1999) *Worlds apart: Acting and writing in academic and workplace contexts*. Mahwah, NJ: Lawrence Erlbaum.

Dwyer, J. (1997) *The business communication handbook*, 4th ed. Sydney: Prentice- Hall.

Flower, L. and Ackerman J. (1994) *Writers at work: Strategies for communicating in business and professional settings*. Fort Worth, TX: Harcourt Brace.

Harty, K. J. (Ed.) (1999) *Strategies for business and technical writing*, 4th ed. New York: Allyn and Bacon.

Johnson-Sheenan, R. (2002) *Writing proposals: Rhetoric for managing change*. New York: Longman.

Kirkman, J. (1992) *Good style: writing for science and technology*. London: Spon.

Kolin, P. C. (1998) *Successful writing at work*, 5th ed. Boston: Houghton Mifflin.

Kostelnick, C. & Roberts, D. D. (1998) *Designing visual language: Strategies for professional communicators*. New York: Allyn and Bacon.

Sides, C. H. (1999) *How to write and present technical information*, 3rd ed. Phoenix: Oryx Press.

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.

Due Date: Week beginning 13 August

Credit: 20%

Length: 1,000-1,200 words

Assignment Two: Proposal

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

Due Date: Week beginning 17 September

Credit: 20%

Length: 1,000- 1,200 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.

Due Date: 19 October

Credit: 35%

Length: about 2,000 words

In-Class Test

This assesses your overall comprehension of the course content.

Week beginning 24 September

Credit: 25%

More information on assignments, such as marking criteria, submission guidelines 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 meet the mandatory course requirements, 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.

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.

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 will 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.

Where to find more detailed information

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study. Find out how academic progress is monitored and how enrolment can be restricted at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>. Most statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the *Calendar* webpage at www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Other useful information for students may be found at the Academic Office website, at www.victoria.ac.nz/home/about_victoria/avcacademic.