



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES (LALS)

WRITING PROGRAMME WRIT202: WRITING FOR BUSINESS 20 POINTS

TRIMESTER 3 2013

Important dates

Trimester dates: 18 November 2013 – 23 February 2014

Teaching dates: 2 December 2013 – 24 January 2014

Mid-trimester/Xmas break: 23 December 2013 – 5 January 2014

Last assessment item due: 31 January 2014

WRIT 202 has no examination

Withdrawal dates: Refer to www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds

If you cannot complete an assignment or sit a test or examination (aegrotats), refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class times and locations

Workshop CRN11062: Monday and Wednesday 2.10pm – 5pm in Murphy 107

Workshop CRN15447: Tuesday and Thursday 2.10pm – 5pm in Murphy 108

Workshop CRN19729: Tuesday and Thursday 2.10pm – 5pm in Von Zedlitz 103

Names and contact details

Course Coordinator

Dr Keith Comer

Office: Von Zedlitz 307

E-mail: Keith.Comer@vuw.ac.nz

Phone: 463 5629

Office Hours: tba

Course Administrator

Dayna Taramai

Office: Von Zedlitz 210

E-mail: Dayna.Taramai@vuw.ac.nz

Tel: 463 5255

Office hours: Monday to Friday, 9am – 4.15pm

Communication of additional information

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

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. 100% internal assessment.

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 and proposals.

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 and investigative reports.

Course learning objectives (CLOs)

Students who pass this course should be able to:

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

Teaching format

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

Mandatory course requirements

In addition to achieving an overall pass mark of 50%, students must:

1. Complete all assignments by their due dates (unless you have formal permission from your instructor to submit late)
2. Attend all workshops unless prevented by illness, injury, bereavement, or some other circumstance that the course coordinator agrees is exceptional

Workload

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

Note that trimester 3 sessions require intensive study.

Assessment

The assessment in WRIT202 consists of three assignments and one in-class test or business article (student choice)

Assessment items and workload per item		Word count	%	CLO(s)	Due date
1	Workplace communication analysis This assesses your ability to understand the rhetorical context of a workplace writing task and assess the requirements for effective communication	Approx. 1,000 – 2,000	20%	1, 2,	18/19 Dec 2014
2	Proposal This assesses your ability to analyse a problem logically and persuasively	Approx. 1,000 – 2,000	20%	1, 2, 5	8/9 Jan 2014
3	Investigative Report This assesses your ability to select, analyse and synthesis sources of information, composing a clear and coherent document appropriate for management communication	Approx. 2,000	35%	1, 2, 3, 5	24 Jan 2014, 5pm
4	In-Class test or Business Article (student choice) The test provides an option for assessing your overall comprehension of the course content; the business feature article alternative allows you to pressure an additional competency	N/A	25%	1, 2, 3, 4, 5	15/16 Jan 2014

Submission and return of work

All assignments are to be submitted in class or in the slot next to the Von Zedlitz, Room 210 door.

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.

Set texts

Marsen, S. (2013). *Professional writing: The complete guide for business, industry and IT*, 3rd edition Basingstoke: Palgrave.

The book also has a website – see: <http://www.palgrave.com/studyskills/marsen/students.aspx>
Text can be purchased at Vicbooks, see: www.vicbooks.co.nz
Other reading material to be distributed in class.

Recommended reading

Bazerman, C., and Paradis, J. (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.

Class representative

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep's name and details in this box:

Class Rep name and contact details:

Student feedback

Student feedback on University courses may be found at
www.cad.vuw.ac.nz/feedback/feedback_display.php.

Other important information

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: www.victoria.ac.nz/home/study/plagiarism
- Aegrotats: www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat
- Academic Progress: www.victoria.ac.nz/home/study/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/home/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/home/study/exams-and-assessments/grades
- Resolving academic issues: www.victoria.ac.nz/home/about/avcacademic/publications2#grievances
- Special passes: www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/home/about/policy
- Student support: www.victoria.ac.nz/home/viclife/student-service
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/home/viclife/student-charter
- Student Contract: www.victoria.ac.nz/home/admisenrol/enrol/studentcontract
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/home/about
- VUWSA: www.vuwsa.org.nz

The school may include additional websites if appropriate, for example links to qualification-specific or discipline-specific style guides and graduate attributes.