TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES (LALS)

WRITING PROGRAMME
WRIT 202: WRITING FOR BUSINESS
20 POINTS

TRIMESTER 3 2015

Key dates

Trimester dates: 16 November 2015 to 21 February 2016
Teaching dates: 30 November 2015 to 7 February 2016
Mid-trimester/Xmas break: 19 December 2015 to 10 January 2016
Last assessment item due: 1 February 2016

Note: As Monday 25 January is a public holiday, the last class will be held on Monday 1 February.

Withdrawal dates: Refer to www.victoria.ac.nz/students/study/withdrawals-refunds. If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

Class times and locations

CRN 11062   Monday and Wednesday 2:10pm – 5pm in Kelburn Parade 14/101
CRN 19728   Monday and Wednesday 2:10pm – 5pm in Old Kirk 524

Names and contact details

Course Coordinator
Dr Derek Wallace
Office: Von Zedlitz 319
Email: Derek.Wallace@vuw.ac.nz
Phone: 463 5630
Office Hours: Monday 12pm – 2pm

Course Administrator
Matthew Vink
Office: Von Zedlitz 210
Email: Matthew.Vink@vuw.ac.nz
Phone: 463 5255
Office Hours: 9am – 4.15pm, Monday - Friday

Communication of additional information

Additional information will be communicated through email and/or 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.

Course content

WRIT 202 addresses the thought processes and writing skills needed to produce high-impact, quality documents in business, government and corporate settings. 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 review and engage in the planning and composing of documents that include 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 communications 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 business contexts
- Practical training in writing effective documents, 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; and
5. Communicate technical knowledge to non-specialist readers.

Teaching format

WRIT 202 in the summer trimester has twice-weekly 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. Achieve at least 40% in each piece of assessment in order to demonstrate the achievement of all CLOs in the course;
2. Attend all of at least 10 of 12 workshops unless prevented by illness, injury, bereavement, or some other circumstance that the course coordinator agrees is exceptional (appropriate documentation required for absences, e.g., a physician's note). Any student who is concerned that s/he has been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances should contact the course coordinator as soon as

possible. See rationale for attendance requirements immediately below.

Attendance

WRIT 202 is not an information-based course that allows you to catch up through borrowing of notes, access to lecture handouts, reviews of workshop powerpoints, etc. Instead, WRIT202 revolves around writing activities, peer engagement, and group-oriented learning activities that require on-going participation. Hence, your absences affect the learning opportunities of others in the workshop as well yourself. WRIT 202 has limited entry to foster individual learning and collaborative engagement with professional writing processes, and attendance at workshops is necessary to benefit from this approach. It is understood that an absence is sometimes unavoidable through illness, injury, or another unforeseen development. Whenever possible, alert your tutor prior to the workshop you cannot attend; if that is not possible, do so well in advance of the next workshop to ensure that you can prepare for the subsequent meetings. Students who miss more than six hours of workshop contact time without appropriate documentation (e.g., physician's note) or satisfactory explanation will fail the mandatory course requirements.

Workload

The expected workload for a 20-point course is 200 hours spread over the trimester, including the mid trimester break. It is difficult to estimate the time you will spend on workshop assignments, since individuals vary markedly in their writing and reading processes and speeds. As a guide, you should plan to use approximately 28-30 hours per week for writing, revising, reading, researching, and completing focused exercises. This applies for each of the 6 teaching weeks and during the Christmas and New Year's break. Overall, you should schedule your trimester to include:

- 36 hours attending and participating in required classes (6 weeks x 6 hours per week);
- approximately 30 hours in tasks related to textbook readings and exercises in support of assignments 1, 2, 3 and the in-class test outside of workshop;
- approx. 30 hours outside of workshop directed primarily towards Assignment 1 (to include library, online and database research as needed);
- approx. 30 hours outside of workshop directed primarily towards Assignment 2 (to include further research as needed);
- approx. 50 hours outside of workshop directed primarily towards Assignment 3 (to include further research as needed, an initial draft as directed in the WRIT202 Student Guide, and a revised final draft for grading);
- approx. 25 hours outside of workshop primarily preparing for the in-class test.

Assessment

Assessment in WRIT202 consists of three required assignments and one in-class test.

	Assessment items and workload per item	Word count	%	CLO(s)	Due date
1	**Workplace Communication Analysis** Assesses your ability to understand the rhetorical context of a workplace writing task and evaluate the requirements for effective communication.	Approx. 1,100 words (±10%)	20%	1, 2	14 December
2	**Proposal** Assesses your ability to analyse a problem logically and persuasively.	Approx. 1,100 words (±10%)	25%	1, 2, 5	11 January
3	**Investigative Report** Assesses your ability to select, analyse and synthesis sources of information, and compose a clear and coherent document appropriate for management communication.	Approx. 1,600 words (±10%)	35%	1, 2, 3, 5	18 January for draft & 1 February for final revision
4	**In-Class Test** The test assesses your overall comprehension of the course content.	Test, 2.5 hrs	20%	1, 2, 3, 4, 5	20 January

Submission and return of work

Required assignments 1-Workplace Communications Assessment, 2-Proposal, and 3-Investigative Report are **due in Blackboard/Turnitin prior to the start of workshop on the due dates noted, with paper copies brought to class that day**. Any assignments submitted to BB/Turnitin after the start of class will be considered late. Assessments of assignments 1 and 2 will generally be returned in class or via Blackboard/email the week following their deadlines. If you desire your assignment 3-Investigative Report to be returned to you following marking, please provide a stamped, self-addressed envelope to your workshop tutor in class during the final workshop.

Extensions and penalties

Extensions

Except in the case of medically documented illness or injury or documented emergencies, extensions should be requested in advance of assignment deadlines. Tutors may grant extensions of up to 72 hours; the course coordinator must approve extensions longer than 72 hours.

Penalties

Late work: In line with School policy, assignments handed in after the due date will receive a substantially reduced grade unless accompanied by a medical certificate or other evidence of exceptional circumstances. If you require an extension for good reasons, ask your tutor or the course coordinator ahead of the date for handing in the assignment. Assignments submitted late without permission are penalised by 5% per late day, including weekends. An assignment that is more than 10 days late without an extension by the course coordinator will not receive a grade but may be accepted for purposes of meeting the Mandatory Course Requirements.

Assignment length: Submissions of less than 90% of the word count for each task will earn no credit (for example, an Assignment 1 submission of 800 words for that approximately 1,100 word task earns no points). For submissions of more than 10% over the word count, assessment will cease at that point (for example, an Assignment 1 submission of 1,500 words for that

approximately 1,100 word task will not be evaluated past the first 1,210 words). The References or Bibliography section is not included as part of the final word count.

Materials and equipment and/or additional expenses

For assessment item 4, the in-class test, no electronic devices (including but not limited to laptops, smart/mobile phones, iPads, tablet PCs, etc) may be used.

Set texts

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

Text can be purchased at Vicbooks, see: www.vicbooks.co.nz

The book also has a website – see: http://www.palgrave.com/studyskills/marsen/students.aspx

Other reading material to be distributed in class or made available via Blackboard.

Recommended reading

Bazerman, C., & 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., & Oliu, W.E. (2000). The business writer's handbook. 6th ed. New York: St Martin's Press.

Bargiela-Chiappini, F., & 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., & 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.

Additional materials of interest will be posted to or linked from the Blackboard website for the course.

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

No changes have been made to the course for this trimester because student evaluations were not taken in trimester 2.

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

Other important information

For WRIT 202, students are encouraged to take advantage of the resources available via the Purdue Online Writing Lab (OWL) for further guidance and examples regarding issues with common English grammar and punctuation usage as well as citing research sources:

- Re: grammar tips: https://owl.english.purdue.edu/owl/section/1/5/
- Re: comma usage: https://owl.english.purdue.edu/owl/resource/607/1/
- Re: other punctuation: https://owl.english.purdue.edu/owl/section/1/6/
- For APA citations: https://owl.english.purdue.edu/owl/resource/560/1/

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/students/study/exams/integrity-plagiarism
- Academic Progress: www.victoria.ac.nz/students/study/progress/academic-progess (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/students/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/students/study/progress/grades
- Special passes: refer to the *Assessment Handbook*, at www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/about/governance/strategy
- Student support: www.victoria.ac.nz/students/support
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter
- Subject Librarians: http://library.victoria.ac.nz/library-v2/find-your-subject-librarian
- Terms and conditions: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- Victoria graduate profile: www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile
- VUWSA: www.vuwsa.org.nz