



**School of Linguistics and Applied Language Studies
Course Outline**

**WRIT 202 – WRITING FOR BUSINESS
2007 - Second Trimester**

1. Course Coordinator:

Dr Sky Marsen
Office: VZ 318
Phone: 463 5629
E-mail: sky.marsen@vuw.ac.nz

2. Class times and rooms:

CRN 11049: Monday 3-4 and Wednesday 3-5 in MY 103
CRN 11816: Monday 1-2 in MY 401 and Thursday 12-2 in VZ 710

3. Announcements:

Noticeboards are in the corridor of VZ Level 2.

4. LALS main office:

VZ210, 2nd floor Von Zedlitz Building, Kelburn Parade

5. Course Administrator:

Vivien.Trott, Undergraduate administration
Tel: 463 5894, Fax: 463 5604
Vivien.Trott@vuw.ac.nz

6. Web contact:

www.blackboard.vuw.ac.nz

7. Content and Objectives:

The course aims to introduce 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 punctuation to formatting and design

- To introduce the processes and conventions for planning, researching and writing proposals, investigative reports and promotional articles

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

- Confidently compose documents to inform, instruct, persuade and advertise
- Apply skills of logical and critical analysis in your reading and writing of a variety of texts
- Expertly find and synthesise reliable sources to meet task requirements
- Edit your own and others' texts for publication

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 twice as much time outside of class as they spend in class.

9. Texts:

Prescribed textbook:

Marsen, S. (2002). *Professional writing: The complete guide for business, industry and IT*, 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 four assignments and two in-class writing tasks.

Assignment One: specialist magazine article

Deadline: 1-2 August

Credit: 20%

Length: about 800 words

Assignment Two: proposal

Deadline: 5-6 September

Credit: 20%

Length: about 800 words

Assignment Three: oral presentation

September: Dates to be arranged

Credit: 10%

Length: 10 minutes

Assignment Four: investigative report

Deadline: 10-11 October

Credit: 30%

Length: about 1,500 words

Task One: summary

Date: 8-9 August

Credit: 10%

Task Two: editing activity

Date: 26-27 September

Credit: 10%

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

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.

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

13. Mandatory Course Requirements (Terms):

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 workshops regularly. You will need to negotiate with your instructor if you miss more than a total of six hours over the whole duration of the course. **If you miss more than six hours without permission, you are liable to fail the course.**
3. Participate in class activities and complete the assigned reading tasks as preparation for each class.

General University policies and statutes**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 available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student and staff conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at:

www.vuw.ac.nz/policy/studentconduct

The Policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/staffconduct

Academic grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievance Policy which is published on the VUW website at:

www.vuw.ac.nz/policy/academicgrievances

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:

www.vuw.ac.nz/home/studying/plagiarism.html

Students with Impairments (see Appendix 3 of the Assessment Handbook)

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the course coordinator as early in the course as possible. Alternatively, you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building:

telephone: 463-6070

email: disability@vuw.ac.nz

The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. In the Faculty of Humanities and Social Sciences the support contact is **Dr Allison Kirkman, Murphy Building,**

room 407. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

Manaaki Pihipihinga Programme

This programme offers:

- Academic mentoring for all Māori & Pacific students at all levels of under graduate study for the faculties of Commerce & Administration and Humanities & Social sciences. Contact Manaaki-Pihipihinga-Programme@vuw.ac.nz or phone 463 6015 to register for Humanities & Social Science mentoring and 463 8977 to register for mentoring for Commerce and Administration courses
- Post graduate support network for the above faculties, which links students into all of the post grad activities and workshops on campus and networking opportunities
- Pacific Support Coordinator who can assist Pacific students with transitional issues, disseminate useful information and provide any assistance needed to help students achieve. Contact; Pacific-Support-Coord@vuw.ac.nz or phone 463 5842.

Manaaki Pihipihinga is located at: 14 Kelburn Parade, back court yard, Room 109 D (for Humanities mentoring & some first year commerce mentoring) or Room 210 level 2 west wing railway station Pipitea (commerce mentoring space). Māori Studies mentoring is done at the marae.

Student Services

In addition, the Student Services Group (email: student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at:

www.vuw.ac.nz/st_services/

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office (tel. 463-6983 or 463-6984, email at education@vuwsa.org.nz) is located on the ground floor, Student Union Building.