



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Writing for the Professions

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CTU	3020	91610	2, 2009	ONC	1.00	Springfield

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080301

### REQUISITES

Pre-requisite: CMS1009

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

### SYNOPSIS

This course develops students' skills in writing business e-mail, memos, reports, research projects, and other job-related tasks.

### OBJECTIVES

On successful completion of this course, students should be able to:

1. assess resources used in preparation of reports
2. evaluate messages for effectiveness
3. apply effective strategies for professional writing
4. use the Toulmin Logic Model in developing written correspondence
5. distinguish between quantitative and qualitative research findings
6. design reports for different audiences
7. select appropriate media and research materials for conducting research
8. identify types of written communication that are particularly suited for electronic use
9. analyse factors that contribute to failure or success in professional writing
10. apply a writing strategy to a current professional field.

### TOPICS

Description	Weighting (%)
1. Introduction	10.00
2. Creating effective messages	10.00

3.	Library presentation	10.00
4.	The process of writing	10.00
5.	Using different writing styles	10.00
6.	Communicating with others	10.00
7.	Additional writing tasks	10.00
8.	Using graphics and making oral presentations	10.00
9.	Job hunting	10.00
10.	Review	10.00

### **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Hult, CA & Huckin, TN 2008, *The brief new century handbook*, 4th edn, Pearson (Allyn & Bacon), New York.

Locker, KO & Kienzler, DS 2008, *Business and administrative communication*, 8th edn, McGraw-Hill, Boston, Massachusetts.

Strunk, William & White, EB 2000, *The elements of style*, 4th edn, Allyn & Bacon, Boston, Massachusetts.

### **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

The publications listed below are examples of acceptable sources for doing academic research. Academy of Management and Executive Review; Journal of Business Ethics; Academy of Management Journal; Journal of Language for International Business; Academy of Management Review; Journal of Management Consulting; Across the Board; Leader to Leader; California Management Review; Leadership and Organization Development; European Management Journal; Management Communication Quarterly; Fast Company; McKinsey Quarterly; Harvard Business Review; Organizational Dynamics; International Journal of Information Management; Perspectives on Business and Global Change; Journal of Business; Sloan Management Review; Journal of Business Communication; The Systems Thinker

**ELECTRONIC RESOURCES** The following Internet resources may be of use to you in this course. Please be aware that Web addresses may change from time to time. Consult your instructor if you have questions about electronic resources. City University <<http://my.cityu.edu>> Creating Power Point presentations <<http://falcon.cc.ukans.edu/~dpaden/howppt/ppframe.htm>> Job Web <<http://www.jobweb.org>> McGraw-Hill Higher Education <[www.mhhe.com/locker](http://www.mhhe.com/locker)> Steven Toulmin <<http://www.bsu.edu/classes/clauss/toulmin.html>> and <<http://www.usc.edu/dept/LAS/ir/faculty/toulmin/toulcool.htm>> Survey question formation <<http://www.inquisite.com/Demo/Tour/Building/branching.htm>> Various writing Web sites:

<<http://www.wisc.edu/writing/Handbook>>, <<http://www.bcc.ctc.edu/writinglab>>, and <<http://writing.colostate.edu>>

Cook, CK 1985, *Line by line: how to improve your own writing*, Houghton-Mifflin, Boston, Massachusetts.

Flower, L 1993, *Problem solving strategies for writing*, 4th edn, Harcourt Brace College, Fort Worth, Texas.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	20.00
Lectures	26.00
Private Study	93.00
Tutorials	26.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
CLASS DISCUSSION PARTICPATION	10.00	10.00	20 Jul 2009	All		
ASSIGNMENT 1	10.00	10.00	20 Jul 2009	All		
ASSIGNMENT 2	10.00	10.00	20 Jul 2009	All		
ASSIGNMENT 3	10.00	10.00	20 Jul 2009	All		
ASSIGNMENT 4	10.00	10.00	20 Jul 2009	All		
RESEARCH REPORT OUTLINE	5.00	5.00	20 Jul 2009	All		
RESEARCH REPORT	35.00	35.00	20 Jul 2009	All		
SLIDE PRESENTATION	10.00	10.00	20 Jul 2009	All		

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:

If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.

- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Not applicable.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

## **OTHER REQUIREMENTS**

- 1 E-mail and Internet access: Students will require access to e-mail and Internet access to UConnect for this course.
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