



ICOM823

Corporate Writing

S1 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Howard Gelman

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Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or Ma in Media Law and Culture

Corequisites

Co-badged status

Unit description

This unit covers writing for business from an international perspective. Students are given instruction in writing for different international audiences. On the one hand, the lectures cover strategies for writing effective business reports, government papers, press releases and public relations documents for a wide range of business and government publications. On the other hand, theoretical enquiry will explore the historical organisational and aesthetic contexts of writing for international business media.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.

Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.

Critically evaluate a range of corporate cultures and apply decision making to specific business situations.

Research and analyse international corporate communication techniques and apply

detailed cultural criteria to each assessment.

Persuade and convince an audience through individual and group interaction.

Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Assessment Tasks

Name	Weighting	Due
<u>Writing assignments in class</u>	25%	weeks 2-12
<u>Presentation and report</u>	20%	weeks 5-6
<u>Financial institution report</u>	25%	week 7
<u>Corporate Business Report</u>	30%	weeks 12

Writing assignments in class

Due: **weeks 2-12**

Weighting: **25%**

From week 2–12 students will complete 250-300 word assignments and participate in class discussions. Each task will cover a corporate writing document and will be assessed as to writer's ability to understand the format and complete the task on time. Details about tutorials and grading procedures will be provided in tutorial discussions. All in-class assignments must be completed by week 13.

On successful completion you will be able to:

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- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Presentation and report

Due: **weeks 5-6**

Weighting: **20%**

Each group will be assigned an international business newspaper for analysis using research, course readings, and class discussion as a guide. You will be provided with a detailed list of

review items to discuss. Group presentations will take 10–15 minutes. The presentation will be judged on coherence, conciseness and information given to the class.

Written assignment: Each member of the group will provide a 500 word written summary of their research. The report should detail your research, analysing the particular business newspaper. This is not a summary of your presentation but an analysis of your area of research about the newspaper. Reports will be assessed on their analysis of the subject area and ability to write grammatically and clearly. Presentations will take place during week 5 and the report is due in week 6 (for late submissions, 5% per day including weekends will be deducted).

On successful completion you will be able to:

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Persuade and convince an audience through individual and group interaction.

Financial institution report

Due: **week 7**

Weighting: **25%**

In keeping with business journalism, and considering what you have learned about the aim and purpose of business news production, you will write a piece of finance journalism detailing the history and current status of one of the world's financial institutions such as, the International Monetary Fund, the World Bank, the G-8+5, the Euro Bank. You may consider some recent news reports covered in the daily press. The report should include a history and analysis of the functions of the institution and focus on a recent example from your country of origin in which the agency was involved.

Your report will be assessed on the basis of adequate research on the topic; ability to analyse the effects of the financial institution on your area of focus; and ability to explain in writing the main strengths and weaknesses of the institution. The report is due in week 8. For late submissions, 5% per day including weekends will be deducted.

On successful completion you will be able to:

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- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.
- Research and analyse international corporate communication techniques and apply

detailed cultural criteria to each assessment.

- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Corporate Business Report

Due: **weeks 12**

Weighting: **30%**

Identify an industry and analyse at least two corporations or companies involved in that industry. One of the entities should have an Australian connection. You will discuss the key issues and the implications for the relevant companies. The report should be presented as a news analysis investor feature that could be placed in a business publication discussed in class. The report will be based on independent research drawn from a variety of primary and secondary sources including interviews. The report will contain a bibliography.

Your writing will be assessed on your ability to put into practice the knowledge of formats you have used during the semester, such as, executive summaries, charts and graphs, the use of up-to-date financial data and grammatically correct writing. The report is due in week 12. For late submissions, 5% per day will be deducted.

On successful completion you will be able to:

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Delivery and Resources

This seminar is conducted in a computer laboratory with each student at a console and network hook-up to the instructor's computer. There are currently 23 computers available in Y3A Lab 2 for ICOM 823.

Unit Schedule

REQUIRED READING

The following collection of required readings for this unit will be provided at the bookstore:

Week One

McLuhan, E and Zingrone, F (1995), *Essential McLuhan*, London, Routledge, pp 149-51.

Week Two

Hartley, Peter and Bruckman, Clive (2002) *Business Communication*, London, Routledge, pp 69-89.

Bennett, Roger (1999), *International Business 2nd edition*, London: Financial Times Management, pp.1-25.

Week Three

Petelin, Roslyn and Durham, Marsha, (2001) *The professional writing guide*, Sydney, Business and Professional Publishing, pp. 1–13.

Week Four

Barass, Robert (2002), *Writing at Work—A guide to better writing in administration, business and management*, London and New York: Routledge Study Guides, pp. 81-98.

Week Six

Views of Public Relations.

Cadzow, Jane, “The hidden persuaders”, *The Sydney Morning Herald*, 26 May 2001,

Week Seven

Barass, Robert (2002). *Writing at Work—Say it without words*, London and New York: Routledge Study Guides, pp 81–98.

Marsen, Skye, (2003), *Professional Writing*, Hampshire Palgrave, pp. 134–164.

Week Eight

White, Sally (1996) *Reporting in Australia, “The Interview”*, Sydney, Macmillan pp. 74-88.

Week Nine

Applegate, Ed. (2005), *Strategic Copywriting. How to Create Effective Advertising*, Rowman & Littlefield, Inc. pp. 55-66.

Marra James L. (1993), *Advertising Copywriting*, NJ: Prentice Hall, pp. 191-229.

Week Ten

Rozakis, Laurie, *The literate executive*, Sydney: Mcgraw-Hill, pp 59–70.

Iacone, S. G. (2003), *Write to the Point*, Castle Books, pp. 23-35.

Week Eleven

Watson, Jane (2002), *Business writing basics*, Canada, Self-Counsel Press pp. 96-116

Week Twelve

Wilson, Ian (2000), *The new rules of corporate conduct*, Quorum Books, pp. 137-152.

RECOMMENDED READING

Strunk, W and White, EB (2008). *The Elements of Style*. Seventh edition. Boston, Allyn and Bacon.

Tredinnick, Mark, (2010), *The Little Black Book of Business Writing*, Sydney, UNSW Press.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Assessment tasks

- Writing assignments in class
- Corporate Business Report

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

Assessment tasks

- Writing assignments in class
- Presentation and report
- Financial institution report
- Corporate Business Report

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

Assessment tasks

- Presentation and report
- Financial institution report
- Corporate Business Report

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Demonstrate a thorough knowledge of business writing criteria and how to communicate

specific ideas in plain English.

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.
- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Assessment tasks

- Writing assignments in class
- Presentation and report
- Financial institution report
- Corporate Business Report

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Assessment task

- Corporate Business Report

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.
- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

Assessment tasks

- Writing assignments in class
- Financial institution report
- Corporate Business Report