

EN4534 Writing for Management II

Course Aims & Objectives:

This advanced-level course provides techniques and experience in planning, preparing, and producing effective policy and procedures manuals for organizations. Work proceeds through three strands: the Theory Strand, the Language Improvement Strand and the Project Strand. Students are taken step-by-step through the process by which manuals are designed and developed for a specific audience, and provided with practice in the investigation and writing skills needed to produce manuals for business and professional purposes. Students completing this course will be able to appreciate how and why managers must plan cohesive manuals programs and produce high quality manuals; they will understand the requirements for writing, maintaining and ensuring compliance with manuals; and they will develop skills in writing clear and consistent text for manuals and for other management purposes. Both print and on-line manual projects are supported.

Units: 3

Level: B4

Keyword Syllabus:

Planning a manual system. The printed manual vs the on-line manual. The comprehensive manual vs the minimal manual. The role of the staff manual in Human Resources Management. Manual organization. Investigation skills. Writing policy. Writing procedures. Writing style. Editing for language accuracy. Page layouts. Manual production. Distribution and maintenance.

Teaching Pattern:

Duration of course: 2 semesters

Current mix of lecture/tutorial/laboratory, other: 1 lecture, 2 hrs. writing lab.

Assessment Pattern:

Examination duration: Nil

Percentage distribution of marks for coursework, examination, other: 100% Coursework

Grading pattern: Standard (A+AA-...F)

Pre-requisite(s): Nil

Pre-cursor(s): Nil

Equivalent Course(s):

EN0541 Writing Policy and Procedures Manuals (from the "old" curriculum)

6 December 2000

Revised by Dr Rodney Jones on 5 August 2008