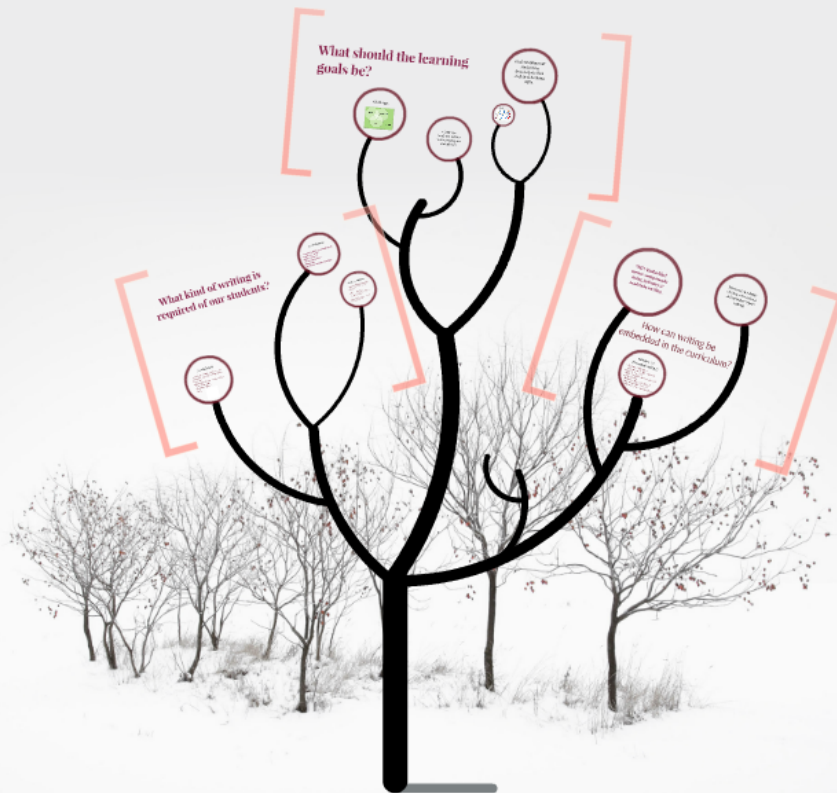




*Embedding professional and academic writing  
in the curriculum of an Applied Sciences  
University.*

*Wendy Smeets Lecturer in English Hotelschool  
The Hague IWAC2014*





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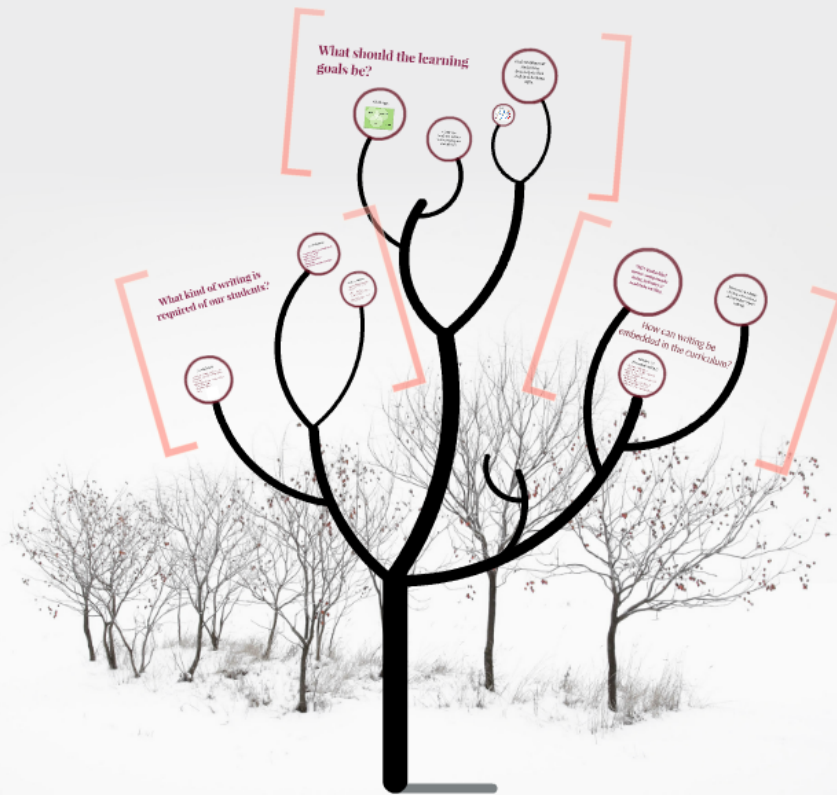





Photo by Drew Geraets

*al and academic writing*

 Prezi  
*Applied Sciences*

# What kind of writing is required of our students?

## As students:

- Reports (including research reports)
- Reflection and accountability reports
- Proposals
- Marketing and sales related materials
- Plans of approach
- Research proposals
- Theses



## As graduates:

- Reports including research reports
- Business e-mails
- Strategic advice
- Management advice
- Proposals
- Marketing and sales materials

## Some examples:

Sample from CHI module: Trends in the industry - to teach paraphrasing and synthesizing.

Sample from E & S module: The importance of technology - to practice adding the student's voice.

Sample from CHI module: Twitter - to practice paraphrasing.

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**HOTELSCHOOL  
THE HAGUE**  
*Hospitality Business School*

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# What should the learning goals be?

Challenge:

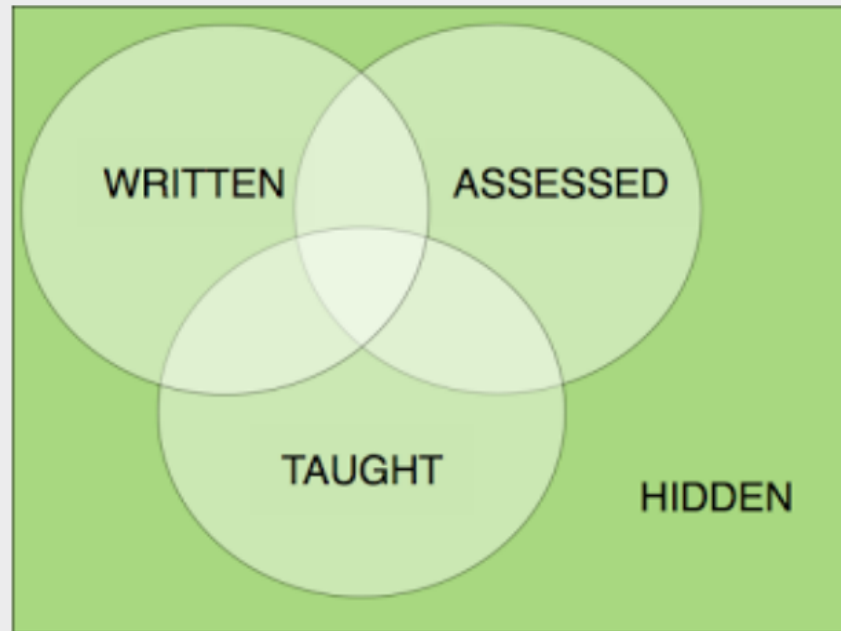


Challenge:  
Academic writing  
versus writing for  
the industry.

Goal: Enabling our  
students to  
demonstrate their  
analytical thinking  
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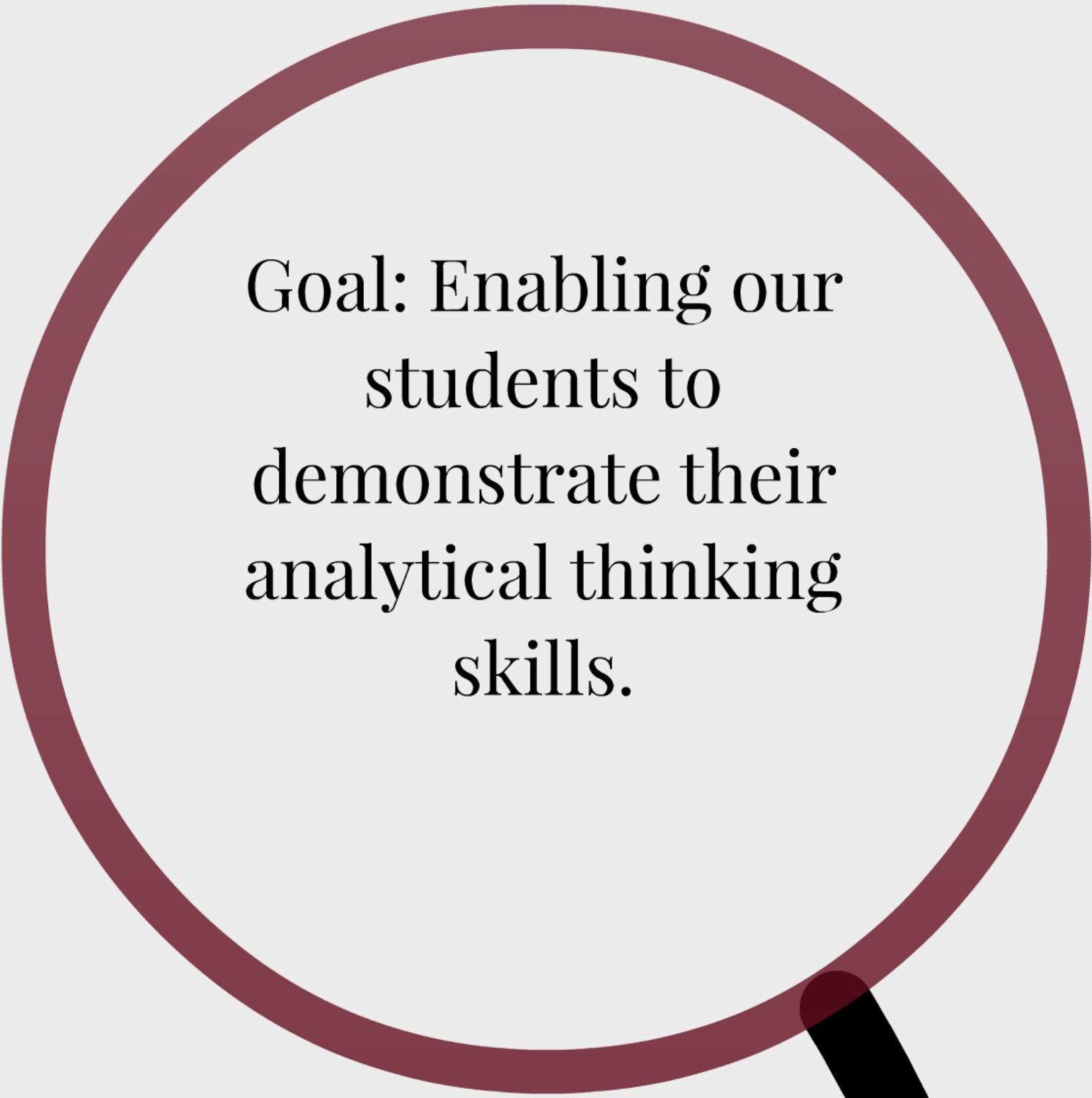
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# Goal:



**WID: Embedded  
course components  
using industry &  
academic writing.**

Marrying academic  
writing conventions  
and industry report  
writing.

## How can writing be embedded in the curriculum?

### Criteria for assessing writing?

- Academic conventions?
- Ability to assess value of sources (academic literacy?)?
- Ability to combine student voice and expert opinions?
- Ability to contrast and compare?
- Ability to establish clear links?
- Ability to adapt to a specific audience?

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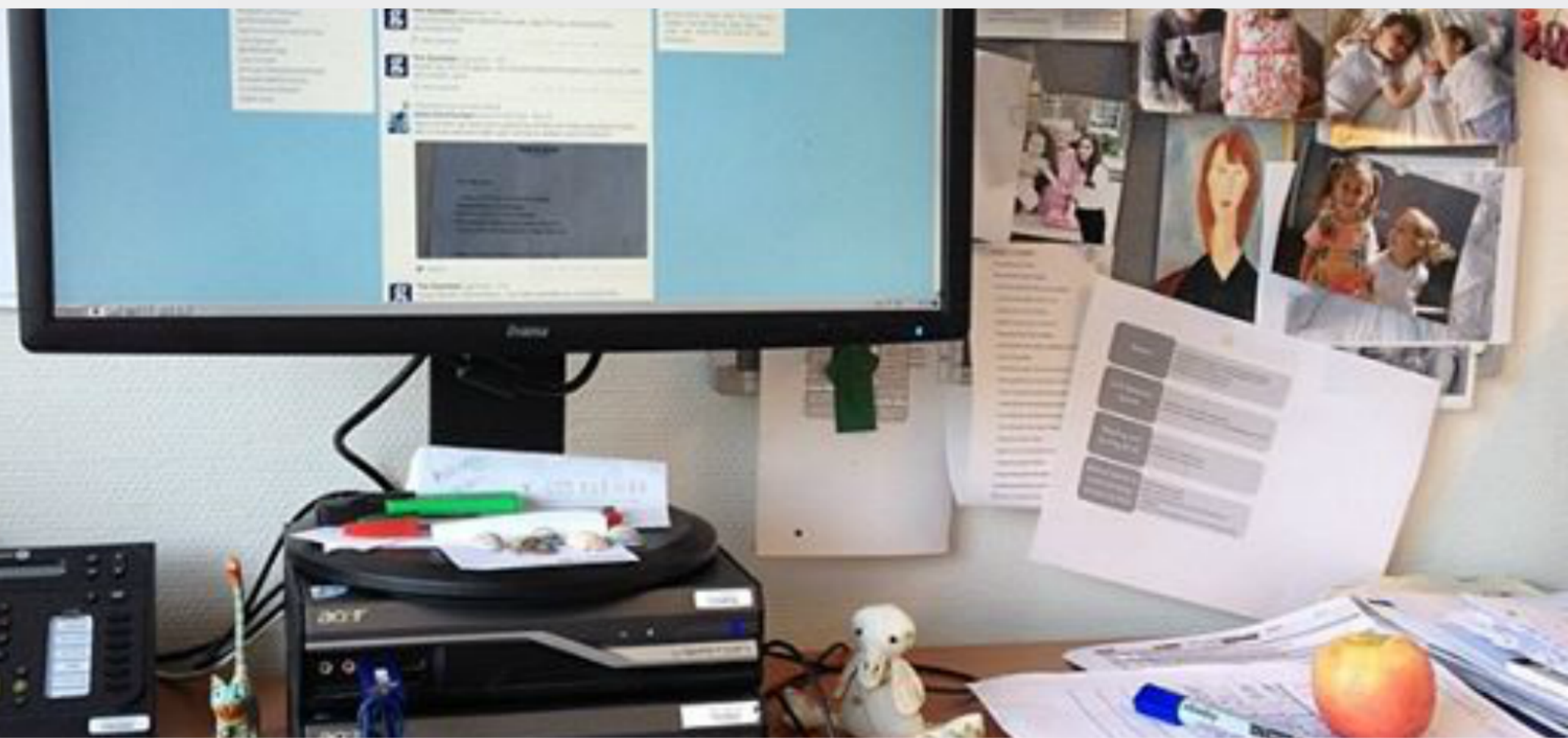


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