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

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al and academic writing in Applied Sciences.
What kind of writing is required of our students?

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

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

Some examples:
- Sample from an undergraduate research project focusing on market analysis.
- Sample from a proposal: "The impact of environmental factors on consumer behavior." 
- Sample from a module: "Better to one for the past few years."
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
What should the learning goals be?

Goal: Enabling our students to demonstrate their analytical thinking skills.

Challenge: Academic writing versus writing for the industry.
Challenge:

- Written
- Assessed
- Taught
- Hidden
Challenge: Academic writing versus writing for the industry.
Goal: Enabling our students to demonstrate their analytical thinking skills.
Goal:
How can writing be embedded in the curriculum?

WID: Embedded course components using industry & academic writing.

Marrying academic writing conventions and industry report writing.

Criteria for assessing writing?
- Academic conventions?
- Ability to access, 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?
WID: Embedded course components using industry & academic writing.
Marrying academic writing conventions and industry report writing.
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?
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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