Writing

Professional writing for leaders is one of the key elements in your professional career. In some instances it can either help your career progression or undermine it, just by the way you use your grammar, written expression, context and target your writing to the appropriate audience. This course will have numerous activities—many in class—to ensure you have extensive opportunity to evaluate and further improve your writing.

Public Policy students will have their major assignment that focuses on the writing required in their particular field and Information Systems students will have their major assignment focus on the specific writing that is relevant to their type of writing in their field.

Class requirements

Attendance
Attendance is mandatory. In class there will be many activities that you will do and submit at the end of class as part of the participation mark and in some cases your grade. If you miss class, your grade will be lowered (legitimate excuses will be considered). Therefore, class participation will be recorded and applied to grading. Laptop computers may be used for note taking; please limit cell phone usage to emergencies. Plagiarism, as defined by the university, will not be tolerated. We will discuss this in class.

Assignment submissions (marks will be reduced if these are not done exactly as required and submitted via email by 8:00AM on the day due)
Students must type their names on their documents and send to the lecturer by e-mail (linda@lindachaousis.com) and attached Word documents (no PDFs). Please name your files using your surname, followed by the assignment number.

Suggested Texts

James, Neil, Writing at Work—How to write clearly, effectively and professionally, 2007, Allen and Unwin.
Learning Outcomes
After active participation in this course, students will be able to:

• Write effective communication to the appropriate audience
• Apply competent grammar and sentence construction in all communication
• Be persuasive in attracting people to your perspective
• Write in the context of your profession
• Use the appropriate media for your writing

Course Outline

August 29th Introductions and writing sample
Introductions, discussion of importance of good writing and strong vocabulary, of the communication model.

ASSIGNMENT 1 Due Aug 29th YOUR GOALS AT CMU
In class write a 1-2 page description of your goals at Carnegie Mellon and one challenge you have and one positive experience you've had. Use good grammar, strong vocabulary and no more than 2 pages. Submit at end of class.

August 31 Email
Write a good email with focus. We will talk about the subject line, the best way to get the content focused on the reader with a call to action at the end. Avoiding clutter in writing.

ASSIGNMENT 2 Due Sept 4th EMAIL TO MANAGER
Write an email to your manager with a request for an extended deadline for your Cabinet Submission or IT Investment to the Board of Directors.

Due Sept 4th 8:00AM. Email to linda@lindachaousis.com as your manager.

Sept 5 Plain language and document design
Discussion of plain language, discussion of audiences and their needs, and active voice. Design your document to make it easy for the reader. Less clutter and enough white spaces.

Sept 7 Target audience-demographics and cultural diversity
In Class explore the targets for PPM and IS relating to demographics and cultural diversity.
Present at end of class.
Sept 12 Right voice and clear concise writing
Why might you need to use a different voice depending upon the audience and communication. Just because you know a topic doesn’t mean that they know.

Sept 14 Editing and rewriting
When do you re-write and when do you submit it so it is on time? How effective are you at editing

ASSIGNMENT 3 Due Sept 14th EDITING EXERCISE
Editing exercise. Submit at end of class.

Sept 19 Writing with influence
Writing in a way that creates opportunity or an open mind to what you are suggesting. How can this also help you with your career? And what writing influence can be harmful and not helpful? Identify stakeholders that you need to contact for further information for either your Cabinet Submission (Public Policy students) or your Board submission (IT students)

Sept 21 What media will you use when?
How and when will you use the right media. Email? Social media? Memo? Proposal? Face to face communication? Follow up meeting or conversation?

ASSIGNMENT 4 Due Sept 26th PERSUASIVE PRESENTATION
Persuasive presentation to a meeting. Write a brief that you will present to all members at a meeting about either your topic on your Cabinet Submission or your topic to the IT Investment Board to ask them if they have any particular input.

Sept 26 at 8:00AM to linda@lindachaousis.com

Sept 26 Communicating in crisis
What types of crisis may you have to communicate to key stakeholder?

ASSIGNMENT 5- Due Sept 28th COMMUNICATING IN CRISIS
After the presentation meeting you had one of the key people contact you saying they don’t support your initiative (either Cabinet Submission or IT Investment Board) and you really need to have them on board. What type of memo would you write to persuade them in a way that could avert the crisis?

DUE Sept 28th at 8:00AM to linda@lindachaousis.com
Sept 28  PPM Discussion Students Cabinet Submission IT Students investment proposal to the Board
Discuss the key issues of Cabinet Submission. IT students may provide some good advice.
Discuss key issues of investment proposal to the Board. Policy students may provide some good advice.

Oct 3  Review grammar, concise writing, good structure and appropriate content

Oct 5  Presentation of your final writing assignment

<table>
<thead>
<tr>
<th>ASSIGNMENT 6 DUE OCT 4th 8:00AM SUBMISSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final assignment of Cabinet Submission briefing or IT Investment Board recommendations.</td>
</tr>
<tr>
<td>Oct 4. Email to <a href="mailto:linda@lindachaousis.com">linda@lindachaousis.com</a></td>
</tr>
</tbody>
</table>

Oct 10  Presentation of your final writing assignment.

Oct 12  if all assignments have not been presented

REMEMBER

Styles to be avoided – Academic, Bureaucratic and Legalistic.

Style to be adopted – Clear, Concise, Coherent, Conversational.

Grammar to be discussed – Action Verbs, Active Voice, Competent sentence structure.

Grading

| 1 Goals and one challenge and one positive experience | 15 Due August 29th (end of class) |
| 2 Email | 15 Due Sept 4 (8:00AM via email) |
| 3 Editing assignment | 15 Due Sept 14 (end of class) |
| 4 Presentation to a meeting | 15 Due Sept 26 (8:00AM via email) |
| 5 Communication crisis | 15 Due Sept 28th (8:00AM via email) |
| 6 Public Policy Cabinet submission or IT Investment proposal to Board of Directors Participation | 15 Due Oct 4 (8:00AM via email) |
| Total | 100 |
RUBRIC
All grades will adhere to the rubric. Students will be given the rubric in a separate document along with an explanation of its use, both in the document and in class discussion.

TA – A TA will be assigned and introduced to each class. TAs grade papers using the rubric. The teacher reviews all papers and makes changes where required. The teacher issues all final grades.

EXPECTATIONS
It is expected that all students will

- Regularly review the syllabus to be fully aware of and up to date on what is required at what time.
- Abide by the University’s Academic Integrity Policy and be fully familiar with the guidelines relating to Plagiarism and Cheating. Neither will be tolerated and will be treated seriously according to the policy.
- Submit assignments in hard copy. Professional formatting and writing expression (workplace quality as though you were submitting it to your manager) is expected and will form a small part of the grade.
- Regularly check Blackboard for additional readings or non graded assignments
- Submit all graded and non graded assignments on time. Late assignments will lose points.
- University policy on accommodation
  https://www.cmu.edu/hr/eos/disability/students/policy-on-student-accommodations.html
- As students it is important to maintain your wellbeing and health. If you have any concerns or questions please come to one of us to talk it through for you.
- Attend every class unless there is an emergency or exceptional circumstances and your absence is approved by the instructor.
- Fully participate in and contribute to the group project and class in general.

GRADING SCALE

- 97%-100%  A+
- 93%-96.99%  A
- 90%-92.99%  A-
- 87%-89.99%  B+
- 84%-86.99%  B
- 81%-83.99%  B-
- 78%-80.99%  C+
- 74%-77.99%  C
- 70%-73.99%  C-

Below  70%  R