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Embedded Writing Practice

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Embedded Writing Practice

Gill Byrne & Halina Harvey

University of Huddersfield

Business School
Embedded Writing Practice

Rationale for embedded curriculum development
Evaluations & recommendations
Curriculum planning & delivery
Student blogs

Inspiring tomorrow’s professionals
38% International

Inspiring tomorrow’s professionals
Education before studying in the UK
Embedded Writing Practice

Learning Development Group

Business School

Inspiring tomorrow’s professionals
Embedded provision + Integrated with assessment + Technology

= Solution

Bolt-on not integrated
Low student engagement + Skills not recognised as part of curriculum
Limited writing practice

= Tutor criticisms: lack of critical reading and writing

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Inspiring tomorrow’s professionals
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<thead>
<tr>
<th>Course</th>
<th>Embedded Skills Curriculum</th>
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<tbody>
<tr>
<td>MSc Marketing Professional Development</td>
<td>Shared module teaching</td>
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<tr>
<td>MBA Research Methods</td>
<td>Shared module teaching</td>
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<td>MSc E-Business 2 core modules</td>
<td>Assessment targeted skills sessions</td>
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<td>LLM Dissertation Module</td>
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<td>MSc Accounting Research Methods &amp; SIS</td>
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<td>EDRM</td>
<td>Assessment targeted skills sessions</td>
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Embedded practice across post-graduate courses

MSc Marketing Suite
Module: Professional Practice

Inspiring tomorrow’s professionals
Key words to stimulate reflective writing

- UNIVERSITY
- COURSE
- UK
- PROFESSIONAL DEVELOPMENT
- PERSONAL DEVELOPMENT
‘When I think about the university and education, there are numerous things that cross my mind, but the very first are: education, personal and professional development, studying, improving skills and the least but not the last one is the writing of assignments. Though these things can be compared as well they can not be compared, but they all have exerted huge influence on me. I feel inclined to believe, they have now become part and parcel of my life. Without doubts I can say that this influence is positive.

Thinking about all mentioned above the very first things that cross my mind are the writing skills, the communication skills, critically thinking, creativity, academic assignments. The previous week I learnt the importance of them not only for the university but for my future progress, for my personal and professional development.

I realize that week after week I am expanding my knowledge. Without the knowledge and these skills I will not be able to achieve my goals. The whole essence of the study is to think, to be productive, to be critical, to be ready to solve different problems I will face. So far I find it difficult to write in a formal way and to think critically.’
Evaluations

‘Blog useful to capture initial thoughts.’

‘Academic writing and reading guidance has improved my writing ability.’

‘It helps me to build my skills.’

‘It helps me in my assignments.’

‘...the sessions make a contribution to my clarity of understanding of what is required.’

Inspiring tomorrow’s professionals
Conclusion and recommendations

‘...teaching writing is both far more effective and perceived as far more relevant by students when conducted within a subject-specific environment...’

Conclusions and recommendations

Relationship building

Integrated & supported technology

Tangible curriculum offer

Subject tutor partnerships

Management structures

USEFUL       ADAPTABLE       RELEVANT       FLEXIBLE       TIMELY       LINKED TO ASSESSMENT