Log on to this website

https://walton.uark.edu/business-communication-lab/fbc-workshop.php
Presentation Overview

1. Understand the prompt

2. Research strategies

3. Write a successful business brief
1. Understand the Prompt
This webpage will contain all of the resources you need to succeed on your business writing assignment. Use the following links, so you can have all the information you need to succeed on this assignment:

- The Assignment Prompt
- A Functional Model
- The Rubric
- The Presentation
- The Business Librarian's Newsletter

Click here to access "The Assignment Prompt"
What am I being asked to do?
Who is my audience?
What is my role?
2. Research Strategies
How do I do my "job"?

- Analyze facts
- Locate patterns
- Rank importance
- Provide recommendation
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Click [here](#) to access the Business Library's newsletter.
A Message from your Business Librarian

• Remember that the University Libraries are here to help!

• Check out this short clip that walks you through the sections of a peer reviewed article, so you can decide where to aim your focus.

• Explore our Business Research site to find more guides on how to improve your research process!
Readings that will help you form your recommendations:

**Sources:**

We strongly recommend reading *Erin Meyer’s The Culture Map (2014)* pgs. 195-218. (You can access this text through our university library at https://libraries.uark.edu/).


Paul Krugman writes about economics. "The economics profession went astray because economists, as a group, mistook beauty clad in impressive-looking mathematics, for truth."

I think Krugman makes a good point. Another point Krugman makes is...
The economist and columnist Paul Krugman critiques the common idea that the housing market and economy as a holistic entity was completely stable. The thrust of his 2009 article is to examine the flaws of the economists who professed the perfection of the economy prior to the Great Recession. For instance, Krugman (2009) asserts, "the economics profession went astray because economists, as a group, mistook beauty, clad in impressive-looking mathematics, for truth" (p.17). What Krugman's article articulates so well is how far removed from reality economists were allowed to become because they walled themselves off with ideology and statistics. It is yet another example of people thinking that global markets exist as an equation on the chalk board instead of the result of billions of working people finding new ways to make a living in an everchanging market.

References
## Integrating sources

<table>
<thead>
<tr>
<th>Using in-text citations</th>
<th>Author is stated</th>
<th>As Adam Grant (2021) claims, &quot;one of the hallmarks of an open mind is responding to confusion with curiosity and interest&quot; (p.199).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Author is not stated:</td>
<td>With regards to expressing opinions, &quot;it's our responsibility to ground them in logic and facts...and change our minds when better evidence emerges&quot; (Grant, 2021, p.74).</td>
</tr>
<tr>
<td></td>
<td>Paraphrased with author</td>
<td>According to Grant (2021), it is important to think like a scientist to learn.</td>
</tr>
<tr>
<td></td>
<td>Author is not stated</td>
<td>When people admit that they are wrong, it isn't a reflection of their competence, rather it shows that they are honestly open to learning (Grant, 2021, p.73).</td>
</tr>
</tbody>
</table>

Click [here](#) to access the BCL's APA citation resource & [here](#) for the official APA website
3. Write a successful business brief
This webpage will contain all of the resources you need to succeed on your business writing assignment. Use the following links, so you can have all the information you need to succeed on this assignment:

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Click [here](#) to access the functional model.
Your message will always be:

The place where understanding occurs; the place where decisions can be made.
Business Communication vs. Academic Writing

- Audience-driven
- Goal-minded
- Front-loaded

- Personal opinions
- “Fluff” language
- Build-up to reveal
How will the audience respond?

• Avoid colloquialisms, idioms, or clichés
• Use a simple sentence structure
• Write with precision but in plain terms
What **tone** should I adopt?

I think your team is acting irresponsibly.

Your team would benefit from this strategy because...

I need you to follow my recommendations.

I recommend your team adopt X method.
### Students must pass 3 of the 5 categories

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Meets expectation (Pass)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>Student mostly understands the document's problem and prompt</td>
</tr>
<tr>
<td></td>
<td>Student generally understands the assignment and its major aspects; critical thinking of its major concerns is mostly evident</td>
</tr>
<tr>
<td></td>
<td>• Gives two recs (could give more that fall under the same rec category)</td>
</tr>
<tr>
<td></td>
<td>• Recs mostly address the main problem of the prompt</td>
</tr>
<tr>
<td><strong>Content and Organization of Ideas</strong></td>
<td>Contents are logically organized; may possess a minor logical misstep/fallacy</td>
</tr>
<tr>
<td></td>
<td>Student mostly synthesizes information into a coherent, plausible analysis</td>
</tr>
<tr>
<td></td>
<td>□ Mostly integrates, synthesizes, and analyzes <strong>at least three</strong> sources</td>
</tr>
<tr>
<td></td>
<td>□ Attempt to explain why sources are included and matter</td>
</tr>
<tr>
<td></td>
<td>Document contains adequate factual support for recommendations, claims, or arguments</td>
</tr>
<tr>
<td><strong>Audience: Professionalism, Style, Tone</strong></td>
<td>Student mostly addresses audience's needs and expectations for the document</td>
</tr>
<tr>
<td></td>
<td>□ Mostly relates evidence back to audience</td>
</tr>
<tr>
<td></td>
<td>□ Gives a few tangible and specific actions for the recs</td>
</tr>
<tr>
<td></td>
<td>Student uses a professional yet conversational tone; <strong>scant (three or less)</strong> instances of slang, jokes, or unnecessary jargon</td>
</tr>
<tr>
<td></td>
<td>Student demonstrates an appropriate level of cultural/global sensibility and awareness</td>
</tr>
<tr>
<td></td>
<td>Style is appropriate but not as engaging as could be; some wordiness or indirect language</td>
</tr>
<tr>
<td><strong>Grammar &amp; Punctuation</strong></td>
<td>Document may contain <strong>some minor</strong> errors, but not enough to distract the average reader</td>
</tr>
<tr>
<td></td>
<td>In short, the writer's credibility would not be harmed because of these minor errors; the average reader would have no trouble understanding contents on the first read-through</td>
</tr>
<tr>
<td><strong>Genre Conventions and Format</strong></td>
<td>Document follows the format given in the assignment prompt</td>
</tr>
<tr>
<td></td>
<td>□ <strong>(miss less than three of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model)</strong></td>
</tr>
<tr>
<td></td>
<td>□ Has in-text citations and reference page but not in the correct format</td>
</tr>
</tbody>
</table>
How to submit your assignment:

1. Login to your blackboard account
2. Open your FBC course
3. Click on "Links to Upload Assignments" and you should find a submission link for this assignment.
Due Date
October 6th, 2023
11:59 PM

Submit as a doc, docx, or pdf only!
No pages or google doc.