

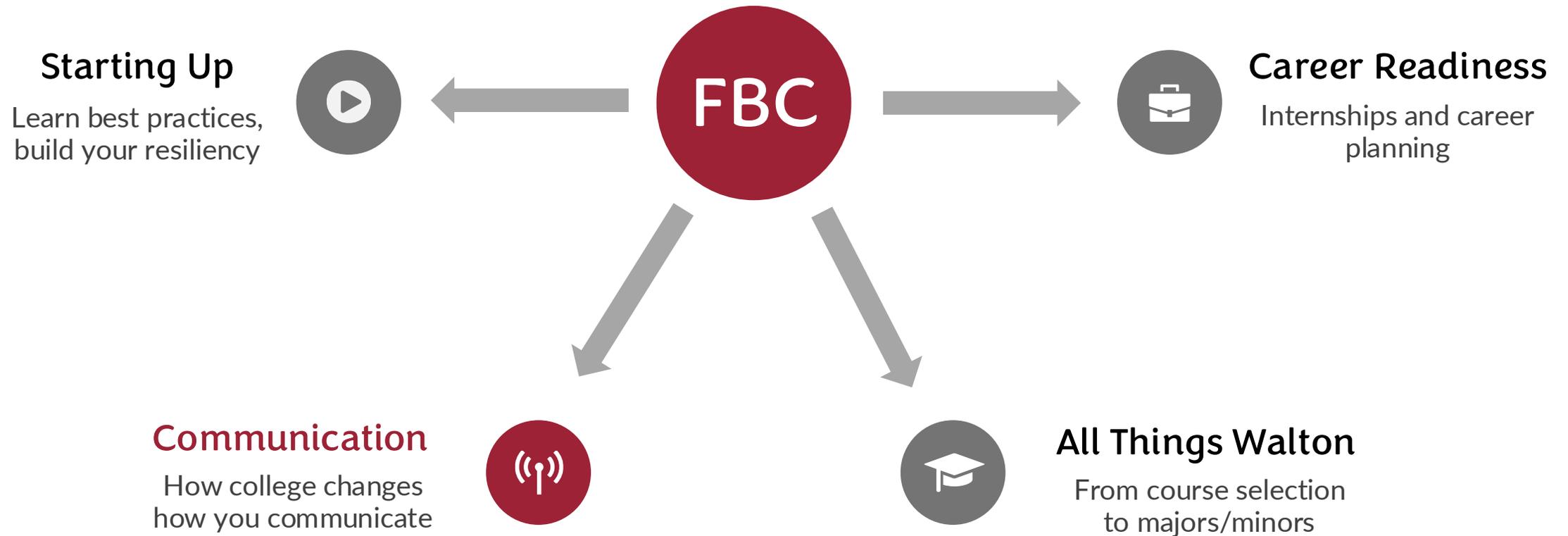
FRESHMAN BUSINESS CONNECTIONS

Business

Writing

WEEK 4

What you will learn in FBC this semester...



What we will learn today...



The Prompt

What is the prompt asking of you?



Research

How to conduct research



Writing

Strategies for writing a successful brief

You can find the prompt and other resources online.

Scan this QR code to access the FBC materials, or click [here](#).

It's a good idea to bookmark this page. You will be returning here often.





Finding the Prompt

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FBC Writing Assignment

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- [The Assignment](#)
- [A Functional Model](#)
- [The Presentation](#)
- [The Rubric](#)

[The Video](#)

Minor discrepancies between the video and prompt may exist between it and "The Assignment." **If there are differences, follow what "The Assignment" section says.**

Or, scroll down to:

The Assignment:

Scenario 

Task 



Activity:

Understanding the Prompt

Take a few minutes to read the prompt. While you read, look for answers to these questions:

- What am I being asked to do?
- Who is my audience?
- What is my role?
- What does success look like for this assignment?



Understanding the Prompt

What am I being asked to do?

Give two recommendations to address how the Caribbean Tourism Industry Association can improve collaboration between Caribbean- and US-based companies. Back those recommendations up with evidence and implementation steps.

Who is my audience?

The CTIA, which represents businesses in the Caribbean tourism industry.

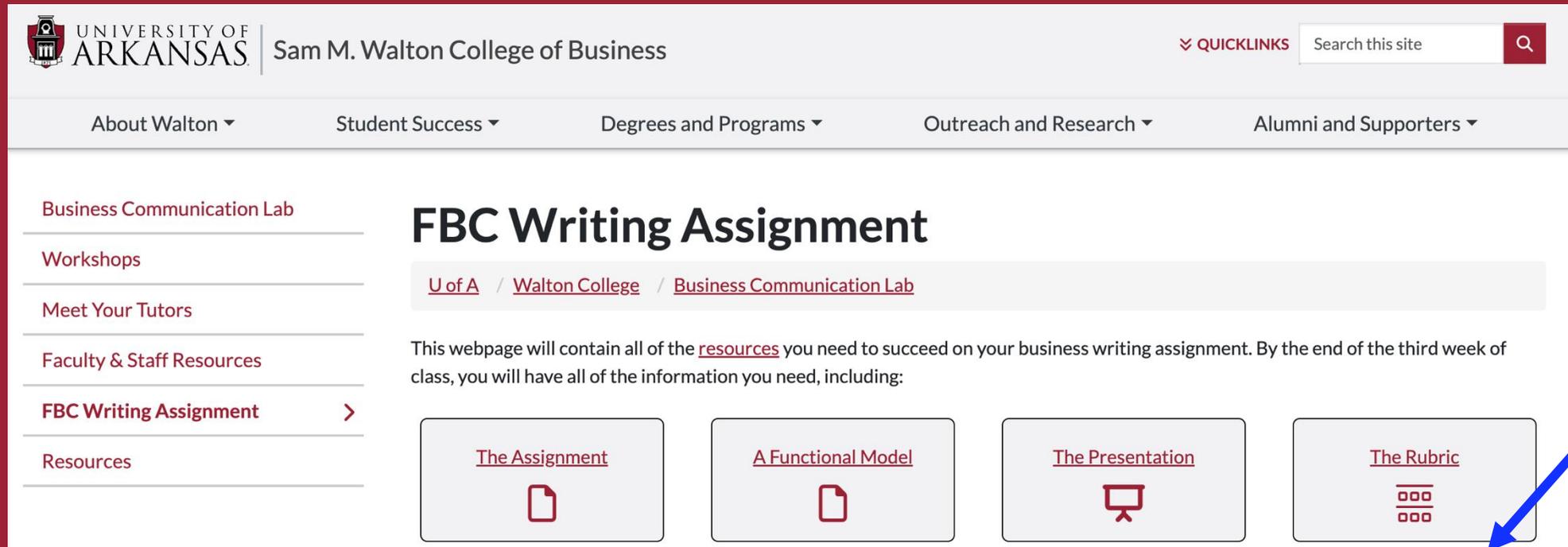
What is my role?

You are an intern for the CTIA.

What does success look like for this assignment?

Let's look at the rubric.

The Rubric



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- [The Rubric](#)

Adhering to the rubric = success

The Rubric: Students must pass **5 of the 7 categories** to pass the assignment

	Pass	Fail
Recommendations	Student gives two recommendations (no more or fewer) that address the main problem and audience of the prompt. Student may give sub-recommendations as implementation details of their primary recommendations, as long as exactly two primary, distinct recommendations are given	Student gives fewer than two recommendations OR, Student gives more than two primary recommendations (not counting sub-recommendations of primary recommendations) OR, Recommendations fail to address the main problem and audience of the prompt
Evidence	Cites at least four different sources from the provided resource list (student may use additional outside sources) AND, For each source, attempts each of the following: <ul style="list-style-type: none"> Refers to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing Engages with the source's argument 	Does not cite at least four different sources from the provided resource list OR, Cites four sources, but more than one of the sources fails to either: <ul style="list-style-type: none"> Refer to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing Engage with the source's argument(s) or evidence by relating them to the student's own argument
Implementation	Student gives tangible and specific action steps Implementation steps address the needs of the audience	Implementation steps target the wrong audience or do not address the needs of the audience
Structure	Document has an introductory paragraph for each required recommendation AND, Introductory paragraph correctly identifies the problem or the problem to be addressed and recommendations being made (from the prompt) AND, Contents have a clear, logical, coherent flow	Document does not have a body paragraph per required number of recommendations OR, Document does not identify the problem or the problem to be addressed (from the prompt)
Professional Tone	Student uses an appropriately professional tone AND, Student demonstrates sufficient cultural awareness	Student uses inappropriate words like "have to," "must," "need to," etc.
Grammar and Mechanics	Document may contain some minor errors, but not enough to distract the average reader. The writer's credibility would not be harmed by any errors	Document contains errors that would distract the average reader or make comprehension difficult for the average reader. The writer's credibility would diminish because of the multitude of errors in the document
Format	Contains in-text citations AND a reference page AND, Misses no more than two of the following: <ul style="list-style-type: none"> left justified header block center aligned title single spaced body text brief is in paragraph form (i.e. NO bulleted or numbered lists) brief has block formatted paragraphs (no indentation) references page has hanging indentations for each source in-text citations correctly formatted in APA style brief no longer than two pages (not counting the references page) and at least one page 1" margins 	Does not contain in-text citations OR, Does not have a reference page OR, Misses three or more of the following: <ul style="list-style-type: none"> left justified header block center aligned title single spaced body text brief is in paragraph form brief has block formatted paragraphs (no indentation) reference page has hanging indent in-text citations correctly formatted in APA style brief no longer than two pages (not counting the references page) 1" margins

View the full rubric on the [FBC site](#)

On the following slides, we'll go through the rubric category by category

1. Recommendations

	Pass	Fail
Recommendations	<p>Student gives two recommendations (no more or fewer) that address the main problem and audience of the prompt.</p> <p>Student may give sub-recommendations as implementation details of their primary recommendations, as long as exactly two primary, distinct recommendations are given</p>	<p>Student gives fewer than two recommendations</p> <p>OR, Student gives more than two primary recommendations (not counting sub-recommendations of primary recommendations)</p> <p>OR, Recommendations fail to address the main problem and audience of the prompt</p>

How do you come up with your two recommendations?

Research!

The Assignment:

Scenario



Task



Readings



You may incorporate quality sources you find on your own, but please follow APA guidelines for [parenthetical in-text citations](#) and [reference list](#) citations.

[Download](#) references in APA format!



A list of readings that will be useful for this prompt is provided.

You may use additional outside sources, if properly cited, but for this assignment you don't have to.

How do I do research?

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[Business Librarian's Research Guide](#)

Business Librarian's Research Guide



Research Strategies

- How do I do my "job"?
 - Analyze facts
 - Locate patterns
 - Rank importance
 - Provide recommendations

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!





Using research

Your research will help you come up with your recommendations AND will provide evidence for those recommendations.

2. Evidence

	Pass	Fail
Evidence	<p>Cites at least four different sources from the provided resource list (student may use additional outside sources)</p> <p>AND, For each source, attempts each of the following:</p> <ul style="list-style-type: none">• Refers to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing• Engages with the source's argument(s) or evidence by relating them to the student's own argument	<p>Does not cite at least four different sources from the provided resource list</p> <p>OR, Cites four sources, but more than one of the sources fails to either:</p> <ul style="list-style-type: none">• Refer to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing• Engage with the source's argument(s) or evidence by relating them to the student's own argument

Provided Readings

The Assignment:

Scenario



Task



Readings



You may incorporate quality sources you find on your own, but please follow APA guidelines for [parenthetical in-text citations](#) and [reference list](#) citations.

[Download](#) references in APA format!



You must use and cite at least 4 of the provided readings in your brief

You may use additional outside sources, if properly cited, but for this assignment you don't have to.



Integrating Sources

- Use at least four sources from the provided resource list.
- Use APA citations in-text

Integrating Sources

Each time you cite a source, you must:

- 1) Refer to a specific argument or piece of evidence from the source (through direct quotation or paraphrasing)
- 2) Engage with the argument or evidence by relating it to your own argument



Using and Integrating Sources - Walkthrough

Suppose your recommendation is the following:

The CTIA should provide animal-assisted therapy to each of its members. *

You do research, and find a source that says the following:

Furthermore, animal-assisted therapy has been used in the business world by companies looking to provide immediate, on-site stress relief to their employees. Our meta-analysis shows that one session of on-site animal-assisted therapy reduced employees' stress levels by an average of 14%, improved employee satisfaction by 27%, and increased productivity by 6%.

"Animal-Assisted Therapy as Adjunctive Treatment in the Workplace" by Jared Noland and Angela Sullivan, on page 16. Published January 11, 2026.

How do you use this source in your writing?

* Please note that this recommendation would almost certainly NOT meet the rubric point for "addressing the main problem of the prompt" and therefore should not be copied.

Using and Integrating Sources - Walkthrough

Remember the rubric. The second bullet point is:

- Engages with the source's argument(s) or evidence by **relating them to the student's own argument**

Which means you first need to make **your own argument**. So, first, you write your own argument:

The CTIA should provide animal-assisted therapy to each of its members. Animal-assisted therapy reduces stress and improves productivity. When CTIA members are less stressed and more productive, they will be able to have calmer and more effective communication with other members even when they disagree with other members. This will help improve collaboration, which is the CTIA's goal.

This is your own argument—you have not yet backed it up with evidence.

The next step is to add the evidence from your sources to support your argument.

Using and Integrating Sources - Walkthrough

There are many ways to integrate evidence. One way it might look is:

The CTIA should provide animal-assisted therapy to each of its members. **According to research by Jared Noland and Angela Sullivan (2026), "One session of on-site animal-assisted therapy reduced employees' stress levels by an average of 14% ... and increased productivity by 6%" (p. 16). This shows that providing animal-assisted therapy will result in CTIA members being generally less stressed and more productive, which means they will be able to have calmer and more effective communication with other members even when they disagree with other members. This will help improve collaboration, which is the CTIA's goal.**

Refers to specific argument(s) or evidence from the source, through **direct quotation**

Engages with the source's argument(s) or evidence by **relating them to the student's own argument**

Other Methods of In-line Citation

	Mentions Author in Sentence	Without Author in Sentence
Direct Quotation	According to research by Jared Noland and Angela Sullivan (2026), "One session of on-site animal-assisted therapy reduced employees' stress levels by an average of 14% ... and increased productivity by 6%" (p. 16).	Research shows that providing on-site animal-assisted therapy can "reduc[e] employees' stress levels by an average of 14% ... and increas[e] productivity by 6%" (Noland & Sullivan, 2026, p. 16).
Paraphrase	According to research by Jared Noland and Angela Sullivan (2026), providing one session of animal-assisted therapy managed to decrease stress and increase productivity for employees (p. 16).	Research shows that providing on-site animal-assisted therapy can reduce stress and increase productivity for employees (Noland & Sullivan, 2026, p. 16).

Click [here](#) to access the BCL's APA citation resource & [here](#) for the official APA website

When Using Evidence is **Not** Effective...

Dropping in a citation without referring to specific arguments or evidence from the source:

By adding animal-assisted therapy, the CTIA will help its members be less stressed and more productive (Noland & Sullivan, 2026, p. 16).

(How does this source in particular prove the claim you are making?)

Not connecting evidence to your own argument:

The CTIA should provide animal-assisted therapy. "One session of on-site animal-assisted therapy reduced stress levels by an average of 14%" (Noland & Sullivan, 2026, p. 16). One way that the CTIA can introduce animal-assisted therapy is...

(What is the connection between the quoted evidence and the argument you are making?)

Citing multiple sources without making clear what specific arguments or evidence you are citing:

Animal-assisted therapy is good for employees (Noland & Sullivan, 2026, p. 16; Cruz & Kohn, 2019, p. 90).

(What evidence are you getting from each of the two sources you are citing that supports this claim?)

Ineffectively using evidence will result in failing the "Evidence" point on the rubric.

3. Implementation

	Pass	Fail
Implementation	<p>Student gives tangible and specific actions for implementing two recommendations.</p> <p>Implementation steps address the needs and capabilities of the audience</p>	<p>Student does not give tangible and specific actions for implementing two recommendations</p> <p>OR</p> <p>Student gives tangible and specific actions for implementing each recommendation, but implementation steps target the wrong audience or do not address the main problem of the prompt</p>

Adding Implementation Steps

Returning to our previous example of a recommendation:

The CTIA should provide animal-assisted therapy to each of its members. *

* **Once again**, note that this recommendation should not be copied as an example of an effective recommendation.

The specifics of your implementation steps are up to you, as long as they are **tangible, specific, and address the particular needs/capabilities** of the audience.

Here's what implementation could look like for this recommendation:

Adding Implementation Steps

The CTIA can partner with a local animal shelter to bring in socialized cats and dogs one time per month. The shelter will likely do this for free or for a small donation to promote their shelter and their adoptable animals, which will make this financially feasible for the CTIA. The animal therapy event could be right after a usual monthly meeting, to make it accessible for members.

This is an effective implementation step: it gives tangible and specific actions for how to implement the recommendation (**who to contact to set it up, when the event should be held**) and considers the needs and capabilities of the audience (**takes into consideration finances and accessibility for members.**)

4. Structure

	Pass	Fail
Structure	<p>Document has an introductory section, a concluding section, and at least one body paragraph for each recommendation</p> <p>AND Introductory section correctly indicates the audience for the document, problem to be addressed, and recommendations being made (front-loaded recommendations)</p> <p>AND Contents have a clear, logical, compelling organization</p>	<p>Document is missing an introductory paragraph, conclusion paragraph, or at least one body paragraph per required number of recommendations</p> <p>OR, Introductory paragraph indicates a misunderstanding of the audience for the document or the problem to be addressed</p> <p>OR, Recommendations are not presented in the introductory paragraph (front-loaded)</p> <p>OR, Contents do not have a clear, logical, compelling organization</p>



Model for Structure

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FBC Writing Assignment

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Click [here](#) to access the functional model.

FOLLOW THE FUNCTIONAL MODEL FOR STRUCTURE

To: Dr. Ian Malcolm, Jurassic Park
From: Dr. Ellie Sattler, Paleo Botanist Research Assistant
Subject: Concerns about Sustainability of Park
Date: March 10, 20XX

Note how the purpose and recommendation are **front-loaded**. You are also welcome to just begin stating the main ideas or recommendations you'll explain in detail throughout the memo.

The purpose of this memo is to recommend Jurassic Park close its doors and move critical infrastructure to the mainland. Supporting ancient wildlife at this scale has proven impossible to do without harmful effects on the environment and on our genetically modified creatures.

The summary subheading concisely provides some useful background and context. The goal is to be concise and to create a common understanding of the facts on the ground.

Summary

There are rising concerns about the sustainability of Jurassic Park, based on research that was conducted over the past three months. As a paleo botanist, I observed things about the overall plants' life cycles and the effect those have on the consumers of the plants. As a solution to the negative aspects of the results, the park should be closed. Based on the evidence, no other option remains.

Recommendations

The research done showed that the plants themselves, including the ferns from the modified species, are living in shorter cycles than in the past. Recent studies by Goldblum and Linney demonstrate that these cycles are 44% shorter than historical averages (2026). Our modifications cannot scale and have become unsuitable for today's environment despite NOAA and Met Office assurances (2024, 2025).

The effects on the dinosaur's diet are unsustainable. The lack of natural food creates an unfit diet for the creatures in the park. This lack of nutrients can cause poor behavior in dinosaurs, namely mood swings, an uncontrollable craving for human flesh, and a desire to escape. These are especially pronounced among velociraptors, larger carnivorous theropods, and pterodactyls.

In addition to this, according to our social media polling, 87% of the target market for the park has left

This section contains the evidence, plus a more detailed discussion of *why* your recommendations suit the situation as well as specific actions that

Pay attention to where the model calls out structure: how to front-load recommendations in an introduction, what sections to use, etc.

5. Professional Tone

	Pass	Fail
Professional Tone	<p>Student uses an appropriately professional tone throughout the document</p> <p>AND, Student demonstrates sufficient cultural/global sensitivity and awareness</p>	<p>Student uses an unprofessional or chatty tone throughout the document</p> <p>OR, Tone is bossy and demanding, with at least four instances of tonally inappropriate words like “have to,” “must,” “need to,” etc.</p> <p>OR, Student lacks sufficient cultural/global sensitivity and awareness</p> <p>OR, Paper generalizes about groups of people</p> <p>OR, Student misspells names of key players in the prompt more than once</p>

Business Writing

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

VS.

Academic Writing

- Build to your argument
- Favors nuance over brevity



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.

6. Grammar and Mechanics

	Pass	Fail
Grammar And Mechanics	<p>Document may contain some minor errors, but not enough to distract the average reader.</p> <p>The writer's credibility would not be harmed by any errors.</p>	<p>Document contains errors that would distract the average reader or make comprehension difficult for the average reader.</p> <p>The writer's credibility would diminish because of the multitude of errors in the document</p>

The key: would you lose credibility in a professional setting with these errors?

7. Format

	Pass
Format	<p>Contains in-text citations AND a reference page</p> <p>AND, Misses no more than two of the following:</p> <ul style="list-style-type: none">• left justified header block• single spaced body text• paragraph form (i.e. NO bulleted or numbered lists)• block formatted paragraphs (no indentation)• references page has hanging indentations for each source• in-text citations correctly formatted in APA style• does not exceed page limit (not counting the references page)• 1" margins• 12-point Times New Roman, Arial, Calibri, or Aptos font

Fail: No in-text citations, no reference page, or misses more than two from the list



The Functional Model: Also a Model for Format!

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Click [here](#) to access the functional model.

USE THE MODEL AS A MODEL FOR FORMATTING

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From: Dr. Ellie Sattler, Paleo Botanist Research Assistant
Subject: Concerns about Sustainability of Park
Date: March 10, 20XX

Note how the purpose and recommendation are front-loaded. You are also welcome to just begin stating the main ideas or recommendations you'll explain in detail throughout the memo.

The purpose of this memo is to recommend Jurassic Park close its doors and move critical infrastructure to the mainland. Supporting ancient wildlife at this scale has proven impossible to do without harmful effects on the environment and on our genetically modified creatures.

The summary subheading concisely provides some useful background and context. The goal is to be concise and to create a common understanding of the facts on the ground.

Summary

There are rising concerns about the sustainability of Jurassic Park, based on research that was conducted over the past three months. As a paleo botanist, I observed things about the overall plants' life cycles and the effect those have on the consumers of the plants. As a solution to the negative aspects of the results, the park should be closed. Based on the evidence, no other option remains.

Recommendations

The research done showed that the plants themselves, including the ferns from the modified species, are living in shorter cycles than in the past. Recent studies by Goldblum and Linney demonstrate that these cycles are 44% shorter than historical averages (2026). Our modifications cannot scale and have become unsuitable for today's environment despite NOAA and Met Office assurances (2024, 2025).

The effects on the dinosaur's diet are unsustainable. The lack of natural food creates an unfit diet for the creatures in the park. This lack of nutrients can cause poor behavior in dinosaurs, namely mood swings, an uncontrollable craving for human flesh, and a desire to escape. These are especially pronounced among velociraptors, larger carnivorous theropods, and pterodactyls.

This section contains the evidence, plus a more detailed discussion of why your recommendations suit the situation as well as specific

Pay attention to how the model formats its heading, left justification, lack of indentation, spacing, etc.

Reference Page

References:

Briley, Liv. (2024). Personal finance education is lacking in American schools. *The Daily Mississippian*.

<https://thedmonline.com/personal-finance-education-is-lacking-in-american-schools/>

EDSCOOP Staff. (2023). University support services disjointed, poorly advertised, finds report. *EDSCOOP*.

<https://edscoop.com/university-student-support-services/>

Ezarick, Melissa. (2022). Where the Weaknesses Are in Student Financial Wellness. *Inside Higher Ed*.

<https://www.insidehighered.com/news/2022/02/25/survey-college-students-need-help-financial-literacy>

Put this on a new page after your brief!

Rubric Categories

**Recommendations, Evidence, Implementation,
Structure, Professional Tone, Grammar & Mechanics,
Format**

**Out of 7 categories, you must pass 5
to pass the assignment**

**Note that the number of rubric categories and
number to pass is different from past semesters.**



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.

Note: You must submit as a **doc, docx, or pdf only!**

- No Pages or Google Docs.
- No OneDrive links.

Submit the actual file!

The Business Communication Lab is here to help with this assignment!

**Make an appointment at the BCL at any
point in the writing process to get help, ask
questions, and set yourself up for success!**

Schedule an Appointment

walton.mywconline.com

Make an account, then find a time to meet with a tutor!

2026 Spring

January 12 to May 8, 2026

Keep in mind the amount of pages a tutor can get through during each appointment depends on

Our no-show policy: if you miss an appointment, you will be marked as a no-show. 2 no-shows will result in a withdrawal from the semester. If you cannot make an appointment, please cancel it as soon as possible, so you will not be charged.

Welcome, Shanti! Use the options below to find and make an appointment or to view and work with your current appointments.

Find an Appointment

Preferred Appointment Date:

01/16/2026

Preferred Appointment Time:

8:00 am

Preferred Staff or Resource:

Any Available

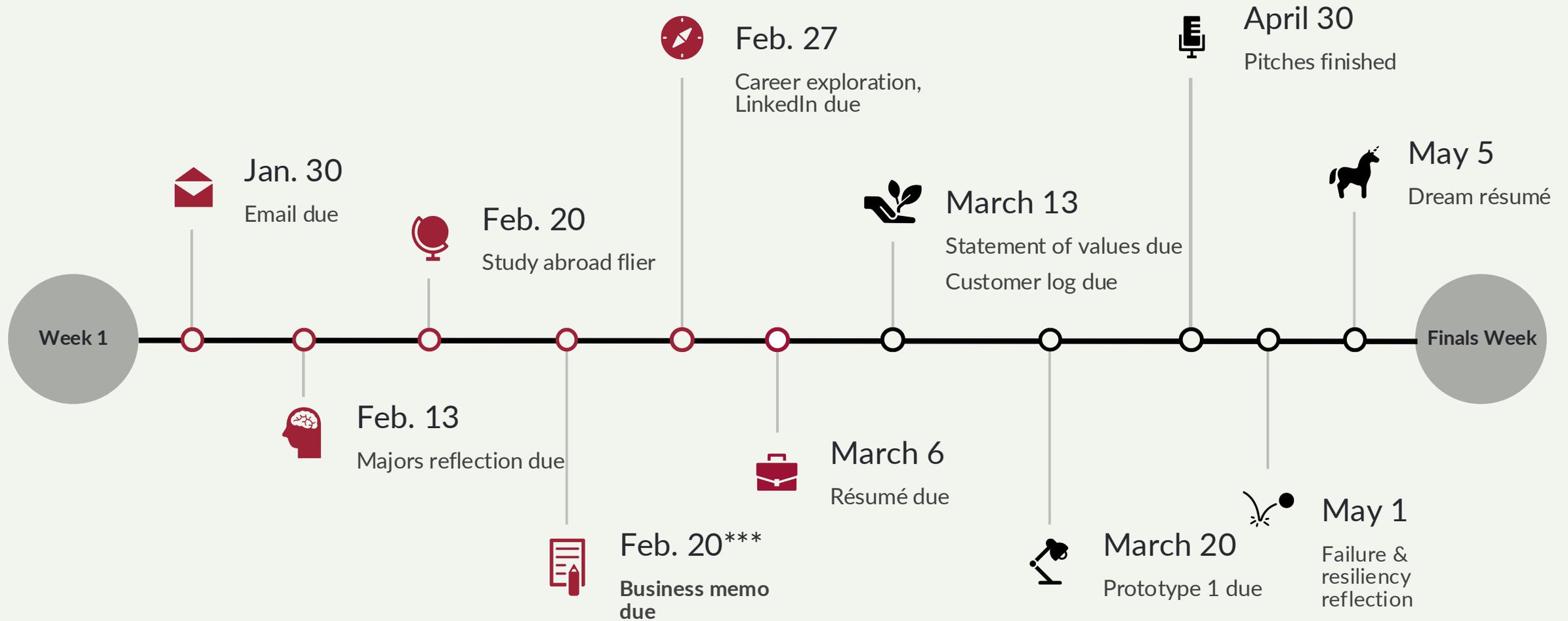
Today's Appointments

Below are all of the appointments for today. If you have a conflict, you can click on the appointment's status to view the details and [cancel on this day instead.](#)

- **Placeholder: 8:00 am**
Client: **Shanti K**
[Open Appointment](#)

Below are the other appointments for today. If you have a conflict, you can click on the appointment's status to view the details and [cancel on this day instead.](#)

Assignment due dates



Questions?

Next week: Majors & Minors

Homework: N/A - Business Writing Asst. is due Feb. 20th

