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## Walton College

The Sam M. Walton College of Business

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Business Communication Lab

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## FBC Workshop

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This webpage will contain all of the **resources** you need to succeed on your business writing assignment. Use the following links to access the **assignment prompt**, a **functional model**, and the **Business Library's newsletter** so you can have all the information you need to succeed on this assignment.

# 1. Understand the Prompt



# Presentation Overview

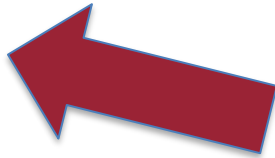
1. **Understand** the prompt
2. **Research** strategies
3. **Write** a successful business brief

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U of A / Walton College / Business Communication Lab / FBC Workshop

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- 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"?

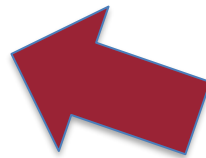
- Analyze facts
- Locate patterns
- Rank importance
- Provide recommendation

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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!

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...

## 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>

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

Krugman, P. (2009, September 4). How Did Economists Get It So Wrong? *The New York Times*.

# Integrating sources

| Using in-text citations |   |
|-------------------------|---|
| Author is stated        | As Adam Grant (2021) claims, "one of the hallmarks of an open mind is responding to confusion with curiosity and interest" (p.199).                                       |
| Author is not stated:   | With regards to expressing opinions, "it's our responsibility to ground them in logic and facts...and change our minds when better evidence emerges" (Grant, 2021, p.74). |
| Paraphrased with author | According to Grant (2021), it is important to think like a scientist to learn.  |
| Author is not stated    | 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).            |

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

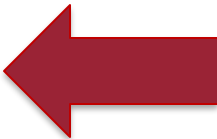
# 3. Write a successful business brief



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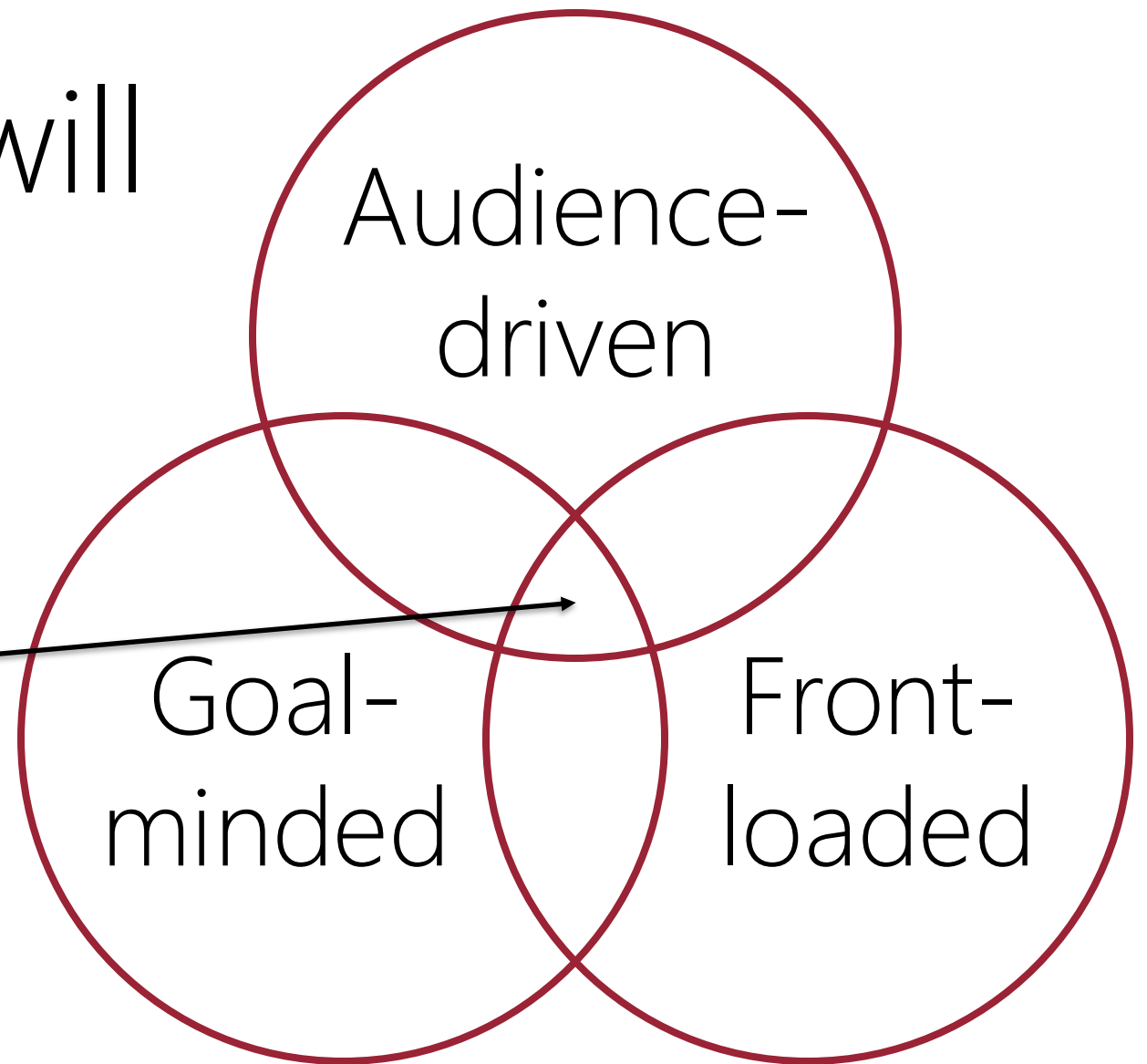
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- 

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

| Criterion                              | Meets expectation (Pass)   |
|--|--|
| Purpose                                | <p>Student mostly understands the document's problem and prompt</p> <p>Student generally understands the assignment and its major aspects; critical thinking of its major concerns is mostly evident</p> <ul style="list-style-type: none"> <li>• Gives two recs (could give more that fall under the same rec category)</li> <li>• Recs mostly address the main problem of the prompt</li> </ul>  |
| Content and Organization of Ideas      | <p>Contents are logically organized; may possess a minor logical misstep/fallacy</p> <p>Student mostly synthesizes information into a coherent, plausible analysis</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mostly integrates, synthesizes, and analyzes <b>at least three</b> sources</li> <li><input type="checkbox"/> Attempt to explain why sources are included and matter</li> </ul> <p>Document contains adequate factual support for recommendations, claims, or arguments</p>  |
| Audience: Professionalism, Style, Tone | <p>Student mostly addresses audience's needs and expectations for the document</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mostly relates evidence back to audience</li> <li><input type="checkbox"/> Gives a few tangible and specific actions for the recs</li> </ul> <p>Student uses a professional yet conversational tone; <b>scant (three or less)</b> instances of slang, jokes, or unnecessary jargon</p> <p>Student demonstrates an appropriate level of cultural/global sensibility and awareness</p> <p>Style is appropriate but not as engaging as could be; some wordiness or indirect language</p> |
| Grammar & Punctuation                  | <p>Document may contain <b>some minor</b> errors, but not enough to distract the average reader</p> <p>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</p>   |
| Genre Conventions and Format           | <p>Document follows the format given in the assignment prompt</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> (miss less than three of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model)</li> <li><input type="checkbox"/> Has in-text citations and reference page but not in the correct format</li> </ul>   |

# 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.

## Assignment Content

See the URL linked to below for the assignment prompt, an explanatory video, rubric, and a model/sample submission:

<https://walton.uark.edu/business-communication-lab/fbc-workshop.php>


## Submission

*Drag and drop files here or click to add text.*


**Submit as a doc, docx, or pdf only!**

- No pages or google doc.
- No OneDrive links; submit the actual file

## Details & Information

 **Assessment due date**  
10/4/24, 11:59 PM (CDT)


- You can't submit work after the due date.
- You can't make a new submission attempt after due date.

 **Grading rubric**  
[This item is graded with a rubric](#)

 **Attempts**  
Unlimited

 **Originality Report**  
[SafeAssign enabled](#)

### Grading

|   |                |          |
|---|----------------|----------|
|  | Maximum points | 3 points |
|---|----------------|----------|

### Description

See the URL linked to below for the assignment prompt, an explanatory video, rubric, and a model/sample submission:

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