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The Sam M. Walton College of Business

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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.

Presentation Overview

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

1. Understand the Prompt



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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

Readings that will help you form your recommendations:

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/>).

Note: Sources with an asterisk (*) only recommend specific sections/chapters of the text. The citations will indicate which portion we suggest.

Andriopoulos, C. (2014, August 6). Save your next staff meeting from itself. *Harvard Business Review*. <https://hbr.org/2014/08/save-your-next-staff-meeting-from-itself>

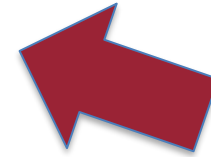
Ferrazzi, K. (2015, February 24). Use your staff meeting for peer-to-peer coaching. *Harvard Business Review*. <https://hbr.org/2015/02/use-your-staff-meeting-for-peer-to-peer-coaching>

Gavin, M. (2019). 6 Tips for managing global and international teams. *Harvard Business Review*. <https://online.hbs.edu/blog/post/how-to-manage-global-teams>

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Click [here](#) to access the Business Library's newsletter.

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.

New York Times-Paul Krugman

Integrating sources

Using in-text citations	
Author is stated	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

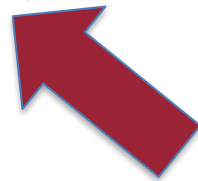
3. Write a successful business memo



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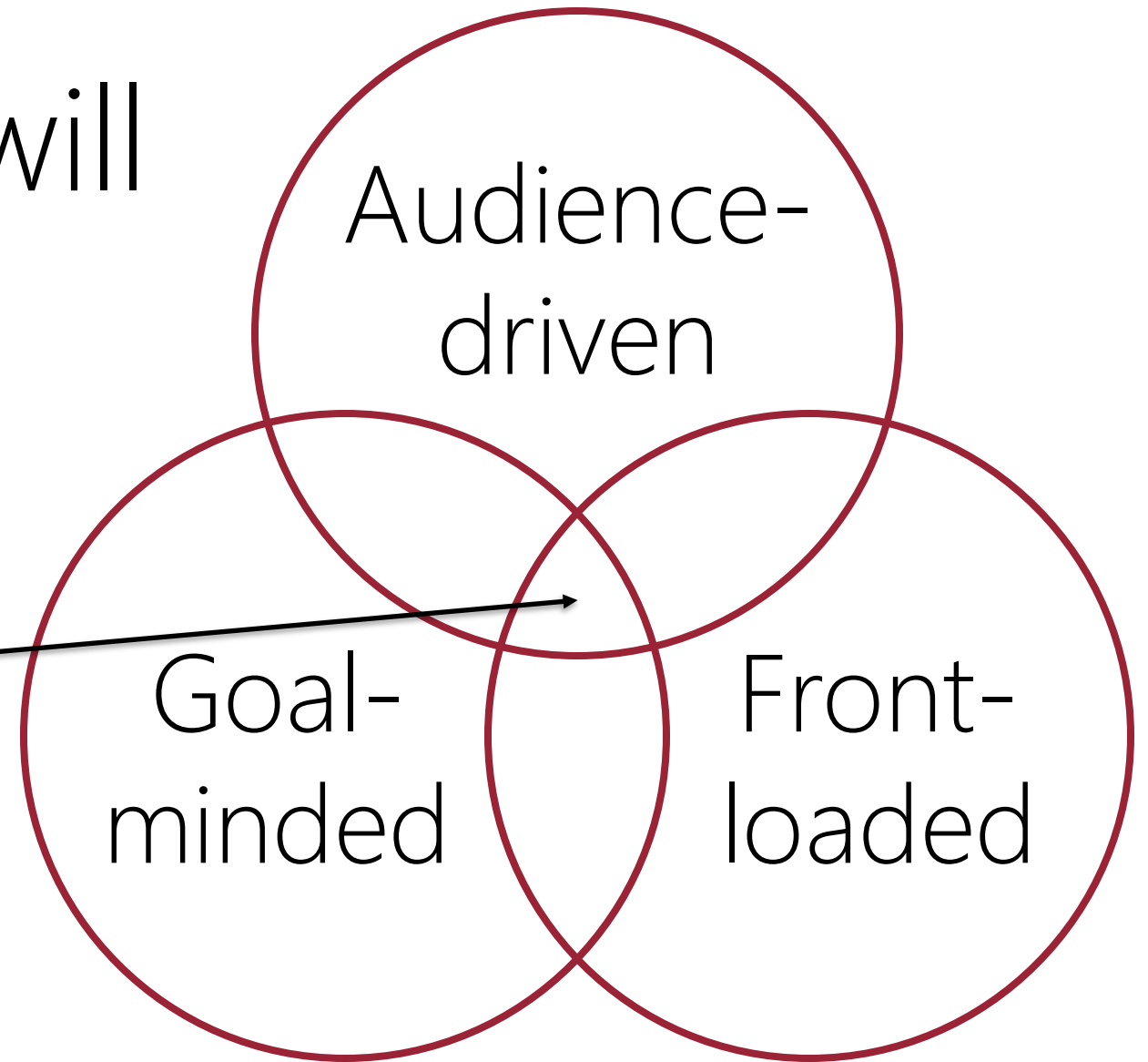
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Click [here](#) to access the functional model.

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"> • Gives two recs (could give more that fall under the same rec category) • Recs mostly address the main problem of the prompt
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"> <input type="checkbox"/> Mostly integrates, synthesizes, and analyzes at least three sources <input type="checkbox"/> Attempt to explain why sources are included and matter <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"> <input type="checkbox"/> Mostly relates evidence back to audience <input type="checkbox"/> Gives a few tangible and specific actions for the recs <p>Student uses a professional yet conversational tone; scant (three or less) 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 some minor 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"> <input type="checkbox"/> (miss less than three of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model) <input type="checkbox"/> Has in-text citations and reference page but not in the correct format