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



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Resources

## FBC Workshop

[U of A](#) / [Walton College](#) / [Business Communication Lab](#)

This webpage will contain all of the [resources](#) you need to succeed on your business writing assignment. By the end of the third week of class, you will have all of the information you need, including:

- [The Assignment Prompt](#)
- A Functional Model
- The Presentation
- [The Rubric](#)
- The Video
  - There may be some slight discrepancies/shifts in wording between the video and the prompt; the prompt (below) is the governing document for this assignment. **If there are differences, follow what the prompt below says.**
- [Business Librarian's Research Guide](#)

The assignment will be due on **Friday, February 21st** by 11.59pm CT on Blackboard. Please upload your file to Blackboard as a .pdf or as a .doc or .docx file so that our graders can open your file. No late work will be accepted, and files not submitted properly (Google Doc, Pages, screenshots, etc.) will **automatically receive a failing grade**. We also request that you upload the file rather than posting a OneDrive/Microsoft link. We will not open these links and will also fail these submissions automatically.

### The Assignment:

# Presentation Overview

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

# I. Understand the Prompt



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[The Assignment Prompt](#)



Click here to access the assignment prompt.

What am I being asked to do?

Who is my audience?

What is my role?

# What am I being asked to do?

*Research, solve a problem, provide recommendations*

# Who is my audience?

*RW upper-level management*

# What is my role?

*External consultant who recommends, not demands*

## 2. Research Strategies



# How do I do my "job"?

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



## Readings:

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/>). Pages 61-88 may also prove very helpful.

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

Dai, X., & Chen, G.-M. (2022). *Conflict Management and Intercultural Communication: The Art of Intercultural Harmony* (Second edition). Routledge. <https://doi.org/10.4324/9781003252955>

Gavin, M. (2019). 6 Tips for managing global and international teams. *Harvard Business Review*. <https://online.hbs.edu/blog/post/how-to-manage-global-teamsEBC/1365265/bookReader?accountid=8361&ppg=20>

Gelfand, M., Gordon, S., Li, C., Choi, V., & Prokopowicz, P. (2021, September 17). *One reason mergers fail: The two cultures aren't compatible*. *Harvard Business Review*. <https://hbr.org/2018/10/one-reason-mergers-fail-the-two-cultures-arent-compatible>

Kwan, L. (2019). The collaboration blind spot. *Harvard Business Review*. <https://hbr.org/2019/03/the-collaboration-blind-spot>

McIvor, M. (2022, July 22). How to give negative feedback in high-context cultures (like Japan). *Globis Insights*. <https://globisinsights.com/career-skills/communication/how-to-give-negative-feedback/>

Paul Krugman writes about how public trust towards the government and the elite has changed since the year 2000. "The public no longer has faith that people running things know what they're doing, or that we can assume that they're being honest"

I think Krugman makes a good point. Another point Krugman makes is...

The economist and columnist Paul Krugman (2023) reflects on the public opinion of elites in the last 23 years, concluding that, "The public no longer has faith that people running things know what they're doing, or that we can assume that they're being honest" (para 8). He attributes the erosion of trust in part to the 2008 financial crisis, when confidence in both banks and the government's ability to manage the economy declined. Krugman highlights that this disillusionment is not limited to the working class—billionaires, too, feel a sense of betrayal. Once viewed as folk heroes, many have seen their reputations shift into a more villainous light. Despite their wealth, they find that money cannot fill the void left by lost admiration.

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.

Remember that you need to **cite four (4) sources**.

# 3. Write a successful business memo

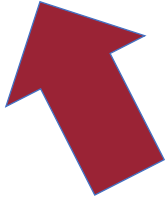


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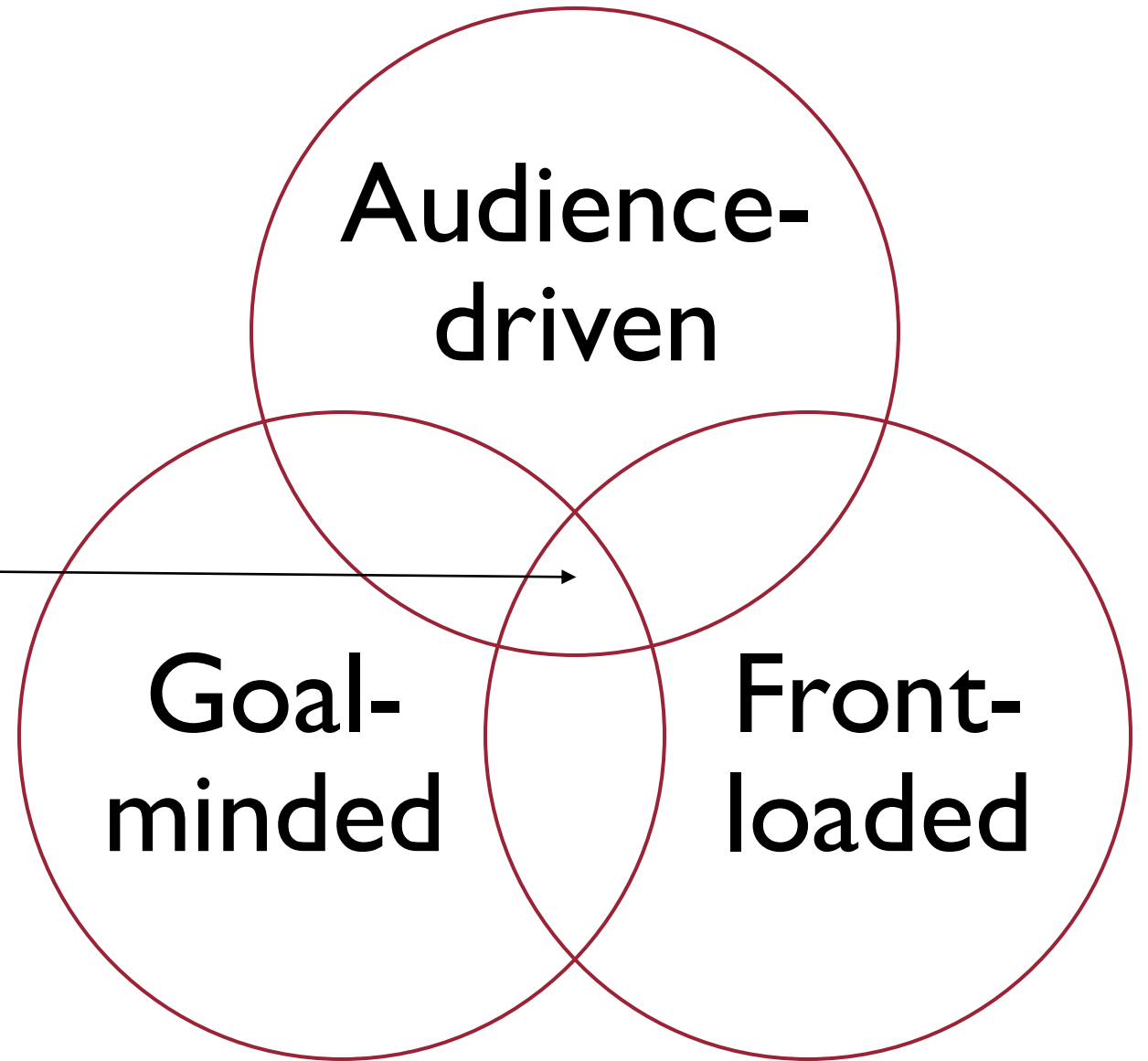
- [The Assignment Prompt](#)
- A Functional Model



Go 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



# Be audience-minded

- 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: header, spacing, indentation, references 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>

## 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 here!**

## Details & Information



### Assessment due date

2/21/25, 11:59 PM (CST)

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



### Grading rubric

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



### Attempts

Unlimited

## Grading



Maximum points

## Description

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

# Visit the Business Communication Lab!



@walton\_bcl

Find our schedule and resources at  
[walton.uark.edu/business-communication-lab](http://walton.uark.edu/business-communication-lab)



WCOB 342-343