

Business Administration and Economics Department Writing Plan

What to expect from Writing Emphasis courses

The purpose of this document is to outline expectations for Writing Emphasis courses within the department of business administration and economics. It identifies what the department values in effective writing, the types of skills we expect our students to develop, and the types of assignments we tend to use in meeting these desired outcomes.

Values

Though this is a diverse department, we share a common understanding of what makes for effective written communication. Good writing has the following qualities:

- Use of concise, direct prose
- Awareness of audience
- Use of evidence and data to support central claims
- Professional appearance and language
- Accuracy and precision, including clear and appropriate references

Writing in our disciplines requires the ability to clearly convey often technical information to a wide variety of audiences, ranging from academic experts to the general public. Our students need to be able to communicate clearly with all of them. To do so, we believe it is essential that their written documents are professional, communicative, engaging, and authoritative.

Skill Development

We strongly believe that writing is a process. However, particularly in a discipline where the final product has a clear deadline (and is monetarily rewarded), our students must be able to complete professional documents in appropriate time frames. To do so, we utilize a number of practices in our classes to teach students the skills they need to accomplish this work. Students will routinely engage in the following activities to improve their writing:

- Revision
- Group writing and editing
- Research and writing/visualizing results
- Reading examples of good and bad writing
- Frequent, short, writing assignments for a variety of audiences and situations
- Assignments in multiple formats
- Peer review / workshops
- Exercises that focus on learning to give and receive feedback from their peers
- Assignments requiring use of text and graphics

Types of Texts We Create

We also expect that to be good writers in our disciplines. Our students must become good readers of the myriad forms of communication in business, accounting, and economics. Not only will our students routinely read these documents in our classes, but they will also learn to create these texts directly:

- Academic papers
- Professional reports
- Formal documents (e.g. memos, letters, etc.)
- Surveys and survey reports
- Annotated bibliographies
- Summaries of business texts
- Informal texts (e.g. blogs, emails, social-media posts, etc.)
- PowerPoint, Beamer, Prezi
- Infographics and other documents that are graphically focused
- Grant / Research proposals

Courses focused on writing

The majority of courses taught in this department will involve reading and creating texts within our disciplines. However, our department offers several courses specifically with the Writing Emphasis designation.

Accounting

1. ACC-313 Fraud Examination
2. ACC-413 Auditing
3. ACC-401 Governmental and Not-For-Profit Accounting
4. ACC-451 Advanced Accounting

Business Administration

1. BUS-190 Statistical Analysis
2. BUS-330 Principles of Marketing
3. BUS-375 Business Ethics
4. BUS-460 Advertising
5. BUS-461 Marketing Decision-Making & Strategy
6. BUS-464 Seminar in Management
7. BUS-466 Advanced Topics in Marketing: Non-Western Perspectives
8. BUS-470 Strategic Management

Economics

1. ECO-375 Econometrics
2. ECO-395 History of Economic Thought