Academic Business Writing

Writing in business courses in college can take many forms. Some of them are:

- **Business or Economics Case Analysis** (SWOT stands for analyzing Strengths, Weaknesses, Opportunities and Threats)
  - An effective presentation covers areas such as financial, regulatory, marketing, management, and product development.
- **Summarize a magazine or journal article** and relate it to course material.
  - Some assignments ask for an evaluation (how well the writer achieved the purpose).
- **Do a financial and ratio analysis** on a company’s statements and write an evaluation of the company and its place in its industry. Comment on its future prospects.
- **Watch a short film** and write a **summary and evaluation**.
  - You can access short films on the LSCS library databases at “Films on Demand,” and the film you are discussing can be shared with your professor from the database.
- **Research an accounting issue** and write how a company, industry or an entire economy is affected.
  - There are many resources for this type of research. The FASB codification is complete and may be accessed through your class.

Every Business Writing Project must:

- Use language **appropriate to the audience**. It may be necessary to define terms. Being concise means saying as much as possible in as few words as possible without sacrificing content or clarity.
- Be structured in a way that **flows with transitions**. Headings are good, as well as bullet points, graphs, illustrations, and tables.
  - Be sure to cite the source under an illustration, graph, or chart that you borrow.
- **Cite the source** for ideas, conclusions, statistics, theories or any work done by another.
- **Nothing is more important to business writing than to be as perfect as you can.**
  - Run a spell check and pay attention to red and green underlining.
    - Red underline is for a spelling error.
    - Green is an error in sentence structure (fragment).
  - Have a writing consultant in The Write Place go over it with you.