

Writing in Business Courses

Business or Economics Case Analysis (SWOT stands for analyzing Strengths, Weaknesses, Opportunities and Threats)

- ❖ Read a case by Harvard Business Review. With a focus on success going forward, analyze, or highlight, the various components of the case to determine:
 - **Strengths** that the company possesses that are relevant for the future
 - **Weaknesses** that hinder the company, and possible remedies.
 - **Opportunities** outside the company and a strategy to capitalize on them.
 - **Threats** that face the company, with maneuvers that can avoid them.
- ❖ An effective presentation covers areas such as financial, regulatory, marketing, management, and product development.
- ❖ Ex: http://argowiki.com/index.php?title=Image:SWOT_analysis_example.png

Summarize a film, magazine or journal article and relate it to course material.

- ❖ Films and short videos can be accessed from the LSCS library databases at the “Films on Demand” tab. The film can be shared with the professor from there.
- ❖ For articles, carefully read the text with these questions:
 - What is the topic? What context surrounds the subject of the article?
 - What terms are key, and what do I need to look up?
 - How does the content of the article relate to my classwork?
 - Does the writer do a good job? What does my reaction reveal about my assumptions?
- ❖ Write a summary, evaluation and opinion in separate sections (title each section).
 - What you write should answer the questions you ask going in.
 - Relate what is learned in class to the article/film topic.
- ❖ At the bottom of the review, list key terms you have discovered with definitions.
- ❖ End the review with a thought-provoking question.

Accounting Research Paper (ARP)

- ❖ An ARP will identify an accounting issue that exists in business, economics, finance and taxation.
- ❖ Find facts. Examine the details thoroughly. It is important to get the full story.
- ❖ Sift through the facts to identify the critical issue.
- ❖ Go to the FASB website to get a handle on the standards. There is possibly a “position paper” going around discussing this issue.
- ❖ The writing should include sections on the details, the relevant issue, the FASB standard(s), and your opinion on the accounting treatment that is appropriate.

IASB

- ❖ Find out how a certain area of accounting will change with IFRS adoption
- ❖ Discuss the nature of the change, advantages/disadvantages, and your opinion

Financial and Ratio Analysis

- ❖ The material used for this assignment is a company's financial statements, including the annual report with management's discussion and report.
- ❖ Give an introduction to the company: its product, market, industry, and environment.
- ❖ Break down the ratio analysis into sections that include:
 - Profitability
 - Capital situation (debt and equity)
 - Efficiency
 - Liquidity
- ❖ Highlight the items and aspects of the financial statements that stand out.
- ❖ The discussion section follows with a synthesis of the ratio and statement findings that:
 - Give an evaluation of how the company has fared in its environment
 - Consult Commerce Clearinghouse for specific industry ratios
 - This will show how the company stands in its industry.
 - Ratio analysis is only helpful as stats pertain to industry standards.
 - Comment on the company's prospects going forward.

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 a borrowed illustration, graph, or chart
- ❖ **Cite the source** for ideas, conclusions, stats, theories or 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