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.


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