

Part I. Goal

Reeves School of Business (RSB) students will further develop their written communication skills in order to learn how to effectively communicate through the completion of written assignment(s) , focused on writing mechanics, discussion and analysis, and critical thinking techniques.

Part II. Writing Enrichment Course Details

Reeves School of Business Program Required Courses

RSB Foundation Core classes, as well as RSB Professional Core classes, are the identified WAC courses. The number of minimum pages shall correlate with the level of the class (2000 level, 3000 level, and 4000 level). Therefore, those classes at the 2000 level will require a minimum of two written pages. Courses at the 3000 level will require at least three pages of written work, and courses at the 4000 level will require at least four pages of written work.

Foundation Core:

ACC 2510 - Principles of Financial Accounting

ACC 2530 - Principals of Managerial Accounting

BUS 2160 or **ECO 2160** - Statistics for Business and Economics

ECO 2610 - Principals of Macroeconomics

ECO 2620 - Principals of Microeconomics

Professional Core:

BUS 3320 - Managerial Finance

BUS 2430 - Management and Organization

BUS 3520 - Business Law I

BUS 4700 - Business Policy and Strategy

MKT 2510 - Principles of Marketing

Reeves School of Business Non-Required Courses

NOTE: Many other classes within RSB require writing, but are at the discretion of the professor. Examples of courses with writing assignments include, but are not limited to the following:

ACC 4620 - International Accounting (Students write 6-8 pager per semester.)

ACC 4900 - Auditing (Students often write up to 10 pages per semester.)

BUS 3330 - Guatemala (Students write 6-8 pager per semester.)

IDS 3550 - Guatemala (Students write 6-8 pager per semester.)

ECO 3130 - Intermediate Microeconomics (Students typically write 15 pages, comprising 20% of their grade.)

ECO 3140 - Intermediate Macroeconomics (Students typically write 15 pages, comprising 20% of their grade.)

ECO 4520 - International Trade and Finance (Students typically write at least 8-10 pages, counting for 15% of the course grade.)

ECO 4700 - Research Methods and Policy Analysis (Students typically write 15 pages, comprising 20% of their grade.)

MKT 3900 - Marketing Research (Students write a research paper of 8-15 pages in length.)

MKT 4000 - Consumer Behavior (Students write a book review or case analysis of 3-6 pages in length.)

MKT 4700 - Marketing Management – (Students write a marketing plan of 6-10 pages in length.)

PGM 3040 - Business Planning (Students typically write 3 article reviews of 2-4 pages each.)

PGM 4020 - Golf Shop Operations (Students typically write 3 article reviews of 2-4 pages each and one book review of 6-10 pages in length.)

All PGM Classes (Students are required to complete approximately 5-8 work experience papers.)

Part III. Rubric Discussion

RSB has a standard grading rubric available for use by professors for their written assignments.

Business Report/Paper Rubric – Spring 2019

	<i>Superior (5)</i> <A's>	<i>Acceptable(3-4)</i> <B's & C's>	<i>Needs Improvement</i> <D's & F> (1-2)
<u>Does It Communicate?</u> <i>“Keep the main thing the main thing!”</i>	<i>BULLSEYE!</i>	<i>On Target ←→</i> <i>Close, (but....)</i>	<i>Wide of the Mark</i> <i>←→</i> <i>Missed by a Mile!</i>
<p style="text-align: center;">Shooter Savvy (Focused!)</p> <ol style="list-style-type: none"> 1. Clear, concise, to the point (Fluent?) 2. Task compliance (Did you do what you were supposed to do?) 3. Logical development of topic, case, or argument (Well organized?) 4. Varied sentence structure, etc. (Interesting?) 			
<p style="text-align: center;">Heart of the Matter (The Guts!)</p> <ol style="list-style-type: none"> 1. Accurate (Content rich and complete?) 2. Shows knowledge of subject matter (Convincing?) 3. Appropriate word choice (Loaded with meaning!) 4. Documentation and references (Supported by the facts?) 5. Other _____ (What do you need to see?) 			
<u>Is It Professional?</u> <i>“Does it enhance or detract from the message and/or the image of the messenger?”</i>	<i>WOW! ←→</i> <i>LOOKS GREAT!</i>	<i>GOOD ←→</i> <i>THIS WILL DO.</i>	<i>POOR ←→</i> <i>WHAT IS THIS?</i>
<p style="text-align: center;">Presentation (How does it look or sound?)</p> <ol style="list-style-type: none"> 1. Appropriate format and use of conventions 2. Proper documentation (references, cites, etc.) 3. Visual appearance (Looks business-like!) 4. Correct capitalization and spacing (<i>Proofread?</i>) 5. Other _____ (<i>Your pet peeve?</i>) 			
<p style="text-align: center;">Mechanics (The nuts and bolts of it!)</p> <ol style="list-style-type: none"> 1. Grammar (See “Dirty Dozen”) (<i>Grammar-check?</i>) 2. Punctuation and sentence structure (<i>Carefully proofread?</i>) 3. Spelling, headings, indentation, etc. (<i>Spell-check?</i>) 4. Consistent tenses and voice (<i>Carefully Proofread!</i>) 			
<u>Overall Evaluation</u> <i>(Impression given)</i>	<i>VERY NICE!</i>	<i>GOOD JOB!</i> <i>←→</i> <i>OK</i>	<i>NEEDS HELP!</i> <i>←→ REALLY</i> <i>NEEDS HELP!!</i>