

Business Communication Assignment

Written Assignments

The purpose of this activity is to provide you with the opportunity to demonstrate an understanding of business communication concepts by assessing real world examples.

All written assignments should follow this format, unless otherwise noted.

- All sources must be cited, and citations should be in either APA or MLA format.
- Margins should all be set at one inch.
- Double space.
- The font size should be set at 10-12 points. (Adjusting the font size from this range looks like you are either trying to squish more on to a page or fluff up a short essay. Neither leaves a good impression.)
- The font itself can be either Times New Roman or Courier New. (Most instructors prefer Times New Roman, and you can fit more text onto a page. In the field of communication studies, APA guidelines accept Courier New. This font is relatively easy to read and will take up slightly more space on a page. I will accept either one.)
- Always print in draft. I can read it just fine and it saves you ink.
- Save a tree. Folders, binders, and cover pages are not needed. They cost you money and they add more for me to lug around. Just put your vital information on the upper left corner of the paper (Your name, the course name and number, my name, and the date).
- Print the assignment on one side only. You may recycle paper and print on the back of other documents if you want, just be sure the proper text is facing up.

There will be two written assignments for the course, each worth 100 points. These written assignments will also lead in to your group assignments so communication with the other members of your group is highly recommended before you begin the process. The first will require research on particular countries while the second will require you to research company policies. In both cases remember to follow college guidelines regarding the production of original work and citing sources. One tip, you won't have a problem if you cite too much, but forgetting to cite a source may result in a failing grade.

WA 1

Research and report on potential locations to host the upcoming annual leadership meeting for your company. The guest list will include approximately 600 people. Since your company is global and the meeting last year was held in Palm Springs, the next meeting needs to be located outside the US. For this paper you will identify three potential international locations for the meeting. Your report on each location should include the following information: a brief history of the city/country; interesting facts about the city/country that visitors may want to know; and a brief list of dos and don'ts for visiting the city/country. You may choose any location EXCEPT THOSE IN THE FOLLOWING COUNTRIES: The United States, Ireland, France, Dubai, Turkey, Singapore, Taiwan, South Africa, Egypt, Bolivia, or Panama.

To communicate effectively, you should be able to focus your thoughts and ideas efficiently. Therefore, the piece should be written in the standard essay format and be no longer than 2 pages (about 500 to 600 words). Your paper should be easy to read, free of errors, and follow standard rules of grammar. You are also required to use at least 3 sources for your information and cite them according to MLA or APA guidelines. Scoring will be based on the following criteria:

- **Writing mechanics.** Is the use of language appropriate for the level of the course? Do you accurately and effectively communicate your points? Would your writing be acceptable in the academic or business world? Are there an appropriate number of sources and is all information cited correctly?
- **Organization and professionalism.** Is the paper in proper essay form? Does the paper start with an introductory paragraph that explains the purpose, outlines its contents, and includes a thesis? Have you used main points and /or topic sentences to focus the reader's attention? Does the paper have a polished, professional appearance that makes it appropriate for a college course?
- **Content.** Have you clearly and completely responded to all assignment questions? Does your paper show evidence of original thinking, rather than simple repetitions of ideas from the text or other sources?

If you have any questions about the subject of your paper, the scoring method, or anything else, please contact me ASAP. I will be happy to take a look at rough drafts of your paper and give you feedback if you get your paper to me at least 72 hours (3 days) before the due date.

WA 2

The second written assignment will be to propose steps that could be taken by your company to increase diversity and inclusiveness in the workplace. You will outline three suggestions for your particular company and provide the following information for each one: what should be done, who will it affect, what resources will be needed, and how will it help the company achieve the goal of increased diversity and inclusiveness? Your company will be from one of the following industries, as assigned: manufacturing, material handling, retail, professional office, medical/dental, education, food service, hospitality, construction, or services.

Once again, to communicate effectively, you should be able to focus your thoughts and ideas efficiently. Therefore, the piece should be written in the standard essay format and be no longer than 2 pages (about 500 to 600 words). Your paper should be easy to read, free of errors, and follow standard rules of grammar. You are also required to use at least 3 sources for your information and cite them according to MLA or APA guidelines. Scoring will be based on the following criteria:

- **Writing mechanics.** Is the use of language appropriate for the level of the course? Do you accurately and effectively communicate your points? Would your writing be acceptable in the academic or business world? Are there an appropriate number of sources and is all information cited correctly?
- **Organization and professionalism.** Is the paper in proper essay form? Does the paper start with an introductory paragraph that explains the purpose, outlines its contents, and includes a thesis? Have you used main points and /or topic sentences to focus the reader's attention? Does the paper have a polished, professional appearance that makes it appropriate for a college course?
- **Content.** Have you clearly and completely responded to all assignment questions? Does your paper show evidence of original thinking, rather than simple repetitions of ideas from the text or other sources?

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