

# CORE COMPETENCIES AND ASSESSMENT IN BUSINESS WRITING: BUAD 201, 301, and 501

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## Competency #1: Oral Communication

Effective speakers will

BUAD 201	BUAD 301	BUAD 501
Give a brief, informal business presentation.	Design a formal business presentation, based on a report or proposal, that is articulate, intelligible, rehearsed, organized, dynamic, and visually appealing.	Create and deliver executive presentations and moderate discussions using appropriate rhetorical strategies and visual support.

## Competency #2: Written Communication

Competent business writers will

BUAD 201	BUAD 301	BUAD 501
Create, proofread, and edit routine business documents—in response to short, information-based situations—that are clear, courteous, concise yet complete, and correct, i.e. workplace acceptable.	Compose, revise, and edit business documents—in response to topical case studies—that are informative, well organized, logical, and persuasive, i.e., professional in form and content.	Select appropriate rhetorical strategies and communication channels to persuade multiple target audiences to accept a business decision.

## Competency #3: Critical Thinking

Discerning thinkers will

BUAD 201	BUAD 301	BUAD 501
Identify key elements of short, information-based business situations.	Define a problem, formulate company objectives, propose and analyze reasonable solutions, and make a recommendation in response to a business case.	Evaluate crisis situations in terms of an organization's strengths, weaknesses, opportunities, and threats.

## Competency #4: Ethics

Ethical business people will

BUAD 201	BUAD 301	BUAD 501
Use unbiased language, avoid exaggeration and logical fallacies, and acknowledge unethical business practices.	Devise appropriate business solutions to ethical dilemmas posed by competing stakeholder interests.	Apply accepted principles of business ethics to the assessment of corporate decisions and the probable consequences of those decisions for multiple constituencies.

## Competency #5: Decision-Making

Judicious decision makers will

BUAD 201	BUAD 301	BUAD 501
Identify the basic cause and effect of a simple business decision.	Use arguments of fact, policy, worth, and expediency to defend a business decision.	Apply an explicit set of criteria to the evaluation of a management problem and to the recommendation of a first-best option.

## Competency #6: Teamwork/Group Dynamics

Effective team members will

BUAD 201	BUAD 301	BUAD 501
Collaborate on a small-scale team project to write an informal report.	Coordinate an extensive team project to write and present an analytical recommendation report.	Manage meetings, negotiations, and team research projects.

## Competency #7: Ability to Solve Complex Issues

Creative problem solvers will

BUAD 201	BUAD 301	BUAD 501
Discuss the benefits of a product, service, or policy.	Describe the value to an organization of adopting a given solution by analyzing costs and benefits.	Assess organizational requirements or potential internal and external barriers to implementation of a proposed business project.

## Competency #8: Integration of Real World Problems into the Curriculum

Business-savvy communicators will

BUAD 201	BUAD 301	BUAD 501
Apply relevant knowledge of consumer needs, organizational interests, and government regulations to reality-based correspondence.	Determine how to address ethical, global, political, technological, and/or cultural constraints that impinge on a company's license to operate.	Define, evaluate, and solve communication problems that affect multiple management functions, such as production, finance, marketing, and public affairs.

## Competency #9: Integration of Computer Applications into the Curriculum

Adept users of technology will

BUAD 201	BUAD 301	BUAD 501
Employ basic software tools to design reader-friendly business documents and observe e-mail and voice-mail guidelines.	Apply a wide array of software tools, including graphs and other visuals, to the creation of audience-centered business messages.	Manage information, data collection, and workflow through the selection and efficient use of the appropriate electronic communication channels.

## Competency #10: Information Competence

Information competent researchers will

BUAD 201	BUAD 301	BUAD 501
Write a memo report in which they summarize and document information obtained from multiple sources, including electronic databases.	Write a recommendation report in which they select, document, analyze, and organize information gathered from multiple sources, including articles from electronic databases.	Write an analytical report in which they choose and narrow a topic, select, document, evaluate, synthesize, and communicate complex information retrieved from various sources, including peer-reviewed articles from electronic databases.

## Specific Assignments Appropriate for BUAD 201

BUAD 201 Assignments	Objectives, Outcomes, and Assessment
<p><b>Analysis of short business situations resulting in the writing of brief business messages (approx. 5-6 memos, e-mail, letters)</b></p> <ul style="list-style-type: none"> <li>Direct requests, informative / goodwill messages</li> <li>Bad news messages</li> <li>Persuasive messages (sales letters)</li> </ul>	<p><b>Purpose:</b> Basic strategies in business correspondence</p> <p><b>Example:</b> direct approach / "frontloading" for positive, informative messages when the big idea is presented first.</p> <p><b>Expected Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>analyze a business situation</li> <li>identify the problem</li> <li>determine the appropriate course of action</li> <li>choose the appropriate writing strategy (direct/indirect)</li> <li>adopt the correct letter or memo format</li> </ul> <p><b>Assessment Measures:</b> The students will demonstrate the following abilities:</p> <ul style="list-style-type: none"> <li>All aspects of the case are covered; nothing essential is left out.</li> <li>The message is literate (no grammar / spelling errors).</li> <li>The writer understands his/her audience.</li> <li>The strategy chosen is appropriate for the situation.</li> <li>The tone is positive and the message concise.</li> <li>The format is professional, the message appealing and easy to scan.</li> </ul>

BUAD 201 Assignments	Objectives, Outcomes, and Assessment
<p><b>Research Assignment</b></p> <p><b>Introduction</b> to the research process:</p> <ol style="list-style-type: none"> <li>Business resources</li> <li>APA documentation</li> <li>Integration of sources into the text in a meaningful and ethical way</li> </ol>	<p><b>Purpose:</b> Master a small research project as an introduction to academic and business reports. Demonstrate <b>information competency</b>.</p> <p><b>Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>Learn to use the library and its conventional as well as electronic resources.</li> <li>Apply APA documentation competently.</li> <li>Demonstrate the ability to work with secondary sources.</li> <li>Write a small-scale report in letter or memo format.</li> </ul> <p><b>Assessment Measures:</b> Particular attention will be given to</p> <ul style="list-style-type: none"> <li>correct and ethical citation of sources</li> <li>students' ability to use sources in the text without becoming overwhelmed by them.</li> </ul> <p>The short report will be graded on <b>clarity, content, literacy, audience awareness, style, and strategy</b>. Please see the Business Communication Evaluation Rubric.</p>

BUAD 201 Assignments	Objectives, Outcomes, and Assessment
<p><b>Job or Internship Application</b></p> <ul style="list-style-type: none"> <li>An <b>introduction</b> to the job search process</li> </ul>	<p><b>Purpose:</b> To put together an effective and appealing application packet consisting of a persuasive application letter and resume.</p> <p><b>Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>Learn to assess, package, and sell your skills as well as work experience successfully and ethically.</li> <li>Target a specific position correctly and learn to tailor the application to your potential employer's needs.</li> <li>Create a professional application packet that's pleasing to the eye.</li> </ul> <p><b>Assessment Measures:</b> Given that application documents may receive as little as 10 seconds of a recruiter's attention upon a first screening, <b>literacy and correctness</b> are crucial. So is <b>eye appeal</b>.</p> <p>The proper <b>targeting</b> of the position and the <b>tailoring</b> of the application to the particular opening will be examined closely.</p>

## Specific Assignments Appropriate for BA 301

BUAD 301 Assignments	Objectives, Outcomes, and Assessment
<p><b>Analysis of business cases</b></p> <p>the problem, its development, the players, management/ company goals, alternative solutions, and the best solution.</p>	<p><b>Purpose:</b> You will learn how to manage conflict, in this case an employee, Ms. Feldman, who is angry about women not being promoted to management or executive positions.</p> <p><b>Expected Student Outcomes:</b> Analyze a company problem and solve it with attention to communication. Write a literate and logical case analysis, with realistic alternatives and an effective solution. Increase your sensitivity to employee disparity in the workplace.</p> <p><b>Assessment Measures:</b> You will include the elements of case analysis.</p> <ul style="list-style-type: none"> <li>Do not copy phrases/sentences from the Internet or the textbook</li> <li>Use your own words</li> <li>Include <b>one short</b>, parallel, bulleted list</li> <li>Try to apply what you've learned about sentence structure variety</li> </ul> <p>Your case analysis will also be measured by the Business Writing Evaluation Rubric.</p>
<p><b>Proposal</b></p> <p>a memo/letter proposal for a change—an idea, a service, or a product</p> <p>Include women/minority workplace issues. Review persuasive strategy, e.g., AIDA.</p>	<p><b>Purpose:</b> Analyze the problem of blackouts and the effects on a local business.</p> <p><b>Student Outcomes:</b> Increase your understanding of crisis management. Analyze a company problem and solve it with attention to communication. Write a persuasive memo proposal, with realistic alternatives and an effective solution.</p> <p><b>Assessment Measures:</b> In addition to the specific instructions, your memo proposal will be graded on clarity, content, literacy, audience awareness, style, and strategy. Please see the Business Communication Evaluation Rubric.</p>
<p><b>E-mail</b></p> <p>At least 33% of business now is conducted via e-mail. Format and content of professional e-mail.</p>	<p><b>Purpose:</b> Judge the effects of your email for recipients.</p> <p><b>Expected Student Outcomes:</b> Increase your sensitivity to communication via email. Understand the differences in communicating over the phone and email messages.</p> <p><b>Assessment Measures:</b> Your email message will be formatted correctly and written professionally. You will answer the following questions.</p> <ol style="list-style-type: none"> <li>Do email messages have an advantage or disadvantage compared to speaking over the telephone?</li> <li>When you make a decision about what communication channel to use for company business, what are some of the issues you would consider? For example, would you use email to fire or lay off an employee?</li> <li>What are the differences in how one should write email and how one speaks over the phone or writes a memo/letter in a business setting? What about personal messages - how do they differ from business messages?</li> </ol>
<p><b>Intercultural/ international business issues and negotiation</b></p> <p>used as the basis for writing</p> <p>Teamwork/ collaboration</p>	<p><b>Purpose:</b> Demonstrate, in writing, your understanding of corporate cultural differences</p> <p><b>Expected Student Outcomes:</b> Students will analyze the effects of global mergers, international corporate concerns, the resulting personnel problems, and write a logical, clear, and literate letter. Part of your grade will depend on your adherence to the following instructions: Do not copy the case; Use your own words; Correctly format your letter; see Organizational Patterns; Include <b>one short</b>, parallel, bulleted list; Try to apply what you've learned about sentence structure variety</p> <p><b>Assessment Measures:</b> In addition to the specific instructions, your letter will be graded on clarity, content, literacy, audience awareness, style, and strategy.</p>
<p><b>Media:</b></p> <p>Press Release, interviews, TV, press kits.</p>	<p><b>Purpose:</b> To understand crisis management and the role the press plays in a company crisis.</p> <p><b>Expected Student Outcomes:</b> Students will be sensitive to media relationships and know the process of getting a press release accepted.</p> <p><b>Assessment Measures:</b> The Crisis Press Release will include the 7 elements/steps provided in the Media handouts. The Release will be original, literate writing and follow the LA Times format. It will not contain words such as I, we, or you and will not read like an advertisement. The Press Release will be objective and appropriate for a newspaper-reading audience.</p>
<p><b>Employment issues:</b></p> <p><b>Performance Appraisal</b></p> <p>job interviews, scannable resumes</p> <p>meetings, negotiation</p>	<p><b>Purpose:</b> To understand the evaluation process and write a fair employee performance appraisal.</p> <p><b>Expected Student Outcomes:</b> Learn some of the many and varied methods of employee evaluation. Design a fair and effective performance evaluation for your workplace.</p> <p><b>Assessment Measures:</b> Your performance appraisal will include what the employee is doing well and what the areas are that need improvement. Your effective performance appraisal justifies company action; does not minimize or ignore employee mistakes; cites facts, not inferences; is specific; covers complete time period, unless you are only citing a critical incident; records critical incidents; makes important areas clear; contains specific recommendations for improvement in explicit areas; sets realistic performance goals with the employee.</p>
<p><b>Analytical Research Report</b></p> <p>with transmittal, title page, executive summary, 6-8 page report with APA in-text citations, APA List of References, including electronic; library research methods.</p>	<p><b>Purpose:</b> Learn how to research databases, interpret data, attribute sources using APA style, summarize, and organize a report.</p> <p><b>Expected Student Outcomes:</b> The student will understand the research process and submit a well researched, correctly attributed, appropriately organized report.</p> <p><b>Assessment Measures:</b> The report will include all the required elements specified in Report Essentials.doc. The citations and references will be correct and in APA style. The writing will be original and literate, with attention to variation of sentence structure.</p>
<p><b>Oral Presentation</b></p> <p>of report with PowerPoint visuals</p>	<p><b>Purpose:</b> Provide experience in presenting orally to an audience.</p> <p><b>Expected Student Outcomes:</b> Learn to dress appropriately for a conservative, buying audience. Increase your ability to project voice to the back of the room and speak using only notes. Learn PowerPoint.</p> <p><b>Assessment Measures:</b> Your presentation will be judged on the basis of the items listed in Judge.doc: in particular, talking persuasively to your audience without reading.</p>