

Lutgart College of Business Writing Guidelines

In the workplace you are expected to write clearly and coherently, therefore, the Lutgart College of Business faculty expects college level writing on all assignments. Please read this completely to understand our writing expectations and use this as a guide for your assignments. Individual faculty may have different or more extensive requirements.

It is assumed that you understand English grammar, syntax, spelling and writing conventions. If you need a refresher, refer to: W. Strunk & E.B. White, *The Elements of Style* (4th ed.), ISBN 978-0205313426.

Generally, in a well-written paper you should:

- Provide a clear introduction and background;
- Demonstrate your understanding of concepts & issues;
- Use internally consistent arguments;
- Organize arguments in a logical way;
- Draw conclusions consistent with the arguments;
- Use an acceptable writing style & grammar;
- Demonstrate effective literature search skills & integrate resource material well;
- Document sources effectively & correctly; and
- Follow the assignment format.

FATAL ERROR POLICY

Many LCOB faculty adhere to the Fatal Error Policy and will stop grading a paper if it exhibits three or more of the fatal errors below on a single page or nine errors in total (whichever comes first). At that time, the paper will be returned to you and you will have until the next class to fix it (go to the writing center, have someone knowledgeable proofread it, etc.). If you don't make the necessary corrections, you will receive a grade of zero on the paper. Some faculty members have stricter or more lenient policies. Each instance of the following is a Fatal Error:

1. Misspelled word
2. Sentence fragment
3. Run-on sentence or comma splice
4. Mistake in capitalization
5. Serious mistake in punctuation
6. Error in verb tense or subject/verb agreement
7. Sentence ending with a preposition
8. Improper citation or lack of a citation where one is needed
9. Serious grammar error that obscures meaning
10. Misuse of terminology

SUGGESTIONS FOR WRITING

Know Your Subject. Whether you are writing a letter, a research paper, or an essay, know your subject. Often, students write poorly because they have not gathered enough information about the subject.

Audience or Instructor Expectations. There are many kinds of writing assignments: know the expectations of the Instructor in terms of the kind of writing that is required before you begin.

Organization – Organize your material so that it is coherent. Does your introductory paragraph, for the paper and for each section of the paper, tell the reader what is coming? Are ending paragraphs concise and clear? Do they summarize the major points of the previous section? Do individual paragraphs flow smoothly from one thought into another?

Spelling – No excuses. Use a dictionary, thesaurus, and spell checker.

Grammar –Are you following the rules of good grammar? Can the reader understand you?

Content – Is the content correct and is it well organized and integrated?

Footnotes/citations – Do you clearly tie a statement to its attributed source? **NO PLAGIARISM ALLOWED.**

References. If references are required, understand what the Instructor expects in the quantity, quality and type of sources required. Recent references are better than dated ones (except classics).

APA Style – Are you following the style as required? (see <http://www.apastyle.org>)

Writing Style – Is your paper a pleasure to read or a pain to endure? Do your thoughts flow well? Is the writing choppy or smooth? Does the paper hold the reader's interest?