Lutgert College of Business
Writing Guidelines

In the workplace you are expected to write clearly and coherently. The Lutgert College of Business faculty expect college level writing on all assignments. Please read this completely to understand our writing expectations and use this as a guide for your assignments. The two sample formats provided can be used for most writing assignments within the LCOB. Individual faculty may have different or more extensive requirements.

Important Information and Suggestions
Formatting:
- Carefully read your professor's instructions regarding formatting. If not specified, the assignment should be written in 12 pt. font with line spacing at 1.5 lines with two spaces between sentences.

Syntax/Mechanics:
- Consider your audience expectations.
- Use appropriate grammar, syntax, and language to address a business audience.
    - Avoid prepositions in beginning or ending sentences.
    - If your summary is step-by-step directions, but the prompt was not a "how to," it is not audience appropriate.
    - Avoid conversational tone (eg. "I was wanting to have…")
    - Use the phrase "less expensive" versus "cheaper," or use "at the present time" or "in the current year" versus "Year 0," etc.
    - Frequently used words that are not audience appropriate: formula, plug-in, calculate
- Use the same tense (past, present, future) throughout, with appropriate exceptions. Usually, the most appropriate tense is present.

Content:
- Gather enough credible information about your subject.
- Organize your ideas so they flow smoothly.
- Limit the use of long quotes; paraphrase sourced information into your own words

Documentation: references, footnotes, citations
- Include a documentation statement with references and a description of any assistance from other individuals. **Plagiarism constitutes academic dishonesty.**
    - Ideas and statements within the report must reference sources.
- Optional APA style for documenting references: http://www.apastyle.org

Tables & Spreadsheets:
- Spreadsheets should be well organized and easy to read.
- Use borders, alignment settings, font settings, number settings, etc. to create a professional spreadsheet.
- If appropriate, include full calculations/data/spreadsheets in appendix.
- Tables should be accompanied by explanations.

Fatal Error Policy:
Many LCOB faculty adhere to the Fatal Error Policy and will stop grading a paper if it exhibits 3 or more of the fatal errors below on a single page or 9 errors in total (whichever comes first). **If your professor implements this policy**, you may receive a grade of zero on the paper for violating the Fatal Error Policy.
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
                *** See the attached sample formats for further instructions and suggestions.***

Students are encouraged to use
- Headings
- Short paragraphs, each of which discusses only one topic that matches to the heading/sub-heading of the section.
- Bulleted and numbered statements, where appropriate
- Tables and charts, where appropriate to aid in explanation of results. Use only short sentences to explain your findings from the tables and charts. Generally, smaller tables are appropriate within the body of the report, while larger tables are appropriate in an appendix.
- Sample formats are attached and links to examples of effective business writing can be found here:
    - https://oup.useremarkable.com/production/images/uploads/3676/original/sample_Business_Report.pdf?1479137052
    - http://www.roadtogrammar.com/businessenglish/biz6/

<p style="text-align: center">Sample Analytical Assignment Title</p>

Introduction (One paragraph: 3-5 sentences)
Here you may want to write
1. Objective and goal of this report
2. What you are going to write (main sections).
3. Brief conclusion/recommendation of this report if appropriate.

Background (One or two paragraphs)
Here you may want to write
1. Why you did this analysis (why it is important)
2. Any background information the reader should know

Method or Framework of Analysis You Use (One or two paragraphs)
Here you may want to write
1. An analytical method/framework you used/you created
2. Brief justification of why the analytical method/framework is appropriate in this particular case.

Data Collection (One or two paragraphs)
Here you may want to write
1. How you collected data for your analysis
2. Summary of the data

Results of Analysis (Two to five paragraphs)
Here you may want to write and include
1. Assumptions you made if appropriate
2. Summary of the analysis
3. Tables
4. Charts
5. Explanations of findings
* Limit use of pictures

Conclusions/Recommendations (One or two paragraphs)
Here you may want to write
1. Your conclusion or recommendation.
2. Limitations of the analysis if appropriate.
3. Further analysis you think necessary.

References
Doe, J. and Smith, J. (2014). What is systems thinking? International Journal of LCOB, 1(1), 20-25.

Johnson, K. (2015). The definition of systems thinking. Is it good or evil for the information technology industry? Journal of FGCU, 1(1), 1-2.

Descriptive Assignment Title

INTRODUCTION

Describe what this document is about and list 4-5 main points of the document. Note: "List" does NOT necessarily mean a numbered list or bulleted list. For example, you can write "This report explains aaaaaaaaaa, bbbbbbbbbb, cccccccccc, dddddddddd, and eeeeeeeeee in detail." or similar.

AAAAAAAAAA (Note: This is your 1st main point. Use short descriptive section heading)

Explain and elaborate your 1st main point. Use data, facts, expert opinions and/or examples and thus references to support your explanations. Make sure you add in-line reference information and add the reference to the list of references at the end of the report. For example, you write "Systems thinking is defined as xxxxxxxxxxxxxxxxxxxx (Doe & Smith, 2014; Johnson, 2015)." For the in-line reference information. Follow APA reference guideline.

BBBBBBBBBB (Note: This is your 2nd main point. Use short descriptive section heading)

Explain and elaborate your 2nd main point. Use data, facts, expert opinions and examples and thus references to support your explanations. Make sure you add in-line reference information and add it to references at the end of the report.

CCCCCCCCCC (Note: This is your 3rd main point. Use short descriptive section heading)

Explain and elaborate your 3rd main point. Use data, facts, expert opinions and examples and thus references to support your explanations. Make sure you add in-line reference information and add it to references at the end of the report.

DDDDDDDDDD (Note: This is your 4th main point. Use short descriptive section heading)

Explain and elaborate your 4th main point. Use data, facts, expert opinions and examples and thus references to support your explanations. Make sure you add in-line reference information and add it to references at the end of the report.

EEEEEEEEEE (Note: This is your 5th main point. Use short descriptive section heading)

Explain and elaborate your 5th main point. Use data, facts, expert opinions and examples and thus references to support your explanations. Make sure you add in-line reference information and add it to references at the end of the report.

CONCLUSIONS or SUMMARY

Conclude and summarize what this report was about and your main points. Rephrase your main points. Do NOT copy the introduction.

REFERENCES

Doe, J. and Smith, J. (2014). What is systems thinking? International Journal of LCOB, 1(1), 20-25.

Johnson, K. (2015). The definition of systems thinking. Is it good or evil for the information technology industry? Journal of FGCU, 1(1), 1-2.