

Unit 5



**ASSIGN
BUSTER**

CS113AcademicStrategies for the Business Professional Unit 6 Alternate Seminar Assignment ----- Full Name Two-digit Section #: ----- Instructions: Download this document to your computer before filling it out. Save using SAVE AS and add your name to the front removing the phrase “ YourName” All of the gray boxes below should be appropriately filled in and the document saved again before submitting to the dropbox.

If you did not attend the live Unit 6 Seminar, you must complete the Unit 6 Alternate Seminar Assignment in order to earn seminar credit (maximum 15 points). Submit your completed template to the Unit 6 Seminar area of the Dropbox on or before the close of the unit on Tuesday evening (11: 59 PM ET). If you attended the live Unit 6 Seminar session, you do NOT need to complete this assignment. Read the Unit 6 SeminarCase Studyand be prepared to respond to the related questions.

Using specific information from your unit of study and previously learned information, provide a detailed response for each of the following questions (minimum 10 complete sentences for each item): Identify the four steps of the writing process as outlined in this unit, and explain what you should focus on in each step. Why might Carmen benefit by making use of these four steps as she approaches her college-level writing assignments? Response: Many people find writing difficult, a daunting task they try to avoid.

Writing needn't be stressful or feared if they follow the four steps, Plan, Draft, Revise, and edit. Writing will become easier and faster. Your writing style will improve. The content of your document will be organized and

complete. Also it helps you manage your writing time better. Spend one quarter of the time you have for writing on planning, one quarter on drafting, one quarter on revising, and one quarter on editing. How can time management help Carmen become a better writer? Response:

The key to effective time management is literally being your own boss. Instead of being accountable to teachers and parents, now you need to be accountable to you. One of the biggest stumbling blocks to time management is procrastination. Keep your long-term goals in sight. Schedule everything you know about. Work your plan. By doing simple steps it will help better your writing. Why do accountants and other business professionals need good writing skills? Response: Communication skills, including writing, are one of the most important transferable skills that workers possess.

Test: Writing Skills

Most business professionals, such as marketing, finance, and research and development managers, need excellent writing skills to properly convey ideas and concepts. There are many reasons that writing skills are important in the business world. Writing skills are important in many types of company communications, including emails, reports, presentations, company brochures, sales materials, and visual aids. For example, a marketing research manager's reports should be comprehensive and informative, written on a level that any employee can understand.

Plus, as more companies operate internationally, emails are replacing telephone communications. What other tips could you give Carmen to help

her succeed with writing? Response: Whether you're writing a memo, a letter, an article or a full-length book, there are a few basic rules to keep in mind that will help your message first to be read and then to be better understood and accepted. The reader shouldn't have to work hard to understand what you're saying. Use active verbs as much as possible. Write on things on which you've earned the right to write. The more you know, the more confidence and credibility you'll have.