UNIVERSITY OF THE PEOPLE

BUS 1105-01 Business Communications- AY2024-T1

Written Assignment Unit 3

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Introduction

Business writing refers to written communication used in professional contexts. Its purpose is to convey relevant information to readers in a clear, concise, and effective manner. Business writing includes documents such as proposals, reports, memos, emails, and posters. Mastery of business writing is an essential skill for successful workplace communication. Business writing aims to provide the reader with the key information they need using straightforward language and an organized structure. It values brevity, accuracy, and ethical presentation of ideas. Developing strong business writing abilities allows professionals to share information and communicate effectively at work.

Clarity

In my own business writing, I aim for clarity by using straightforward language, defining any complex terms, and structuring my points in a logical flow. For example, in a recent report I wrote for my internship, I was careful to explain all financial and industry-specific terminology since the audience included non-finance people. I also used headings and bullet points to clearly organize each section and main finding.

Credibility

To build credibility in my writing, I leverage research from reputable sources and data-driven examples. When compiling a competitive analysis presentation for a business course, I drew statistics and trends from trusted industry reports to substantiate my recommendations. Referencing credible sources lends authority to my perspectives.

Expectations

I strive to meet readers' expectations through thoughtful organization and fulfilling the purpose stated. For instance, in a business plan executive summary I prepared, I was concise and highlighted key elements like the concept, market, and financial projections based on what investors would need to evaluate the opportunity. This aligned with expectations for a plan overview.

Arrangement

When structuring business documents, I aim for logical flow and transitions to guide readers. My previous internship weekly reports followed a consistent format covering goals, activities, and takeaways. Standard sections and clear navigation keep the focus on conveying information easily.

Reference

Attributing sources and ideas that are not my own is crucial for business writing ethics. On a team sales proposal, I properly referenced all outside market research and competitor data. Using citations and avoiding plagiarism preserves my and my organization's integrity.

References:

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