

Walker College of Business Writing Expectations Policy

This writing expectations policy is intended to reinforce appropriate written communications skills among our students in the Walker College of Business (WCOB), Appalachian State University. The policy is based upon the belief that it is crucial for our graduates to communicate effectively in order to succeed in the workplace. To encourage our students to practice such skills, we, the WCOB faculty, require our students to demonstrate a basic level of writing proficiency in their written assignments in order to graduate from our business program.

As part of this policy, we adopt the following important expectations.

Higher-Order Expectations

Students should:

1. Organize text logically.
2. Write clearly and coherently.
3. Follow conventions of business writing, where appropriate.
4. Give sources proper credit and avoid plagiarism.

When followed, these higher-order expectations will improve the likelihood that the reader will easily understand the student's intended meaning.

Fundamental Expectations

Students should:

1. Use complete sentences.
2. Use proper verb tense.
3. Spell words correctly.
4. Use proper punctuation.
5. Cite references correctly.
6. Use other grammatical conventions appropriately.

When followed, these secondary expectations will improve the clarity and appearance of the written material.

Implementation

Each instructor will determine the maximum number of writing errors acceptable in an assignment. When that number is exceeded, the instructor will return the assignment, ungraded, to the student for revision and resubmission. The instructor will determine the number of resubmissions allowed and the penalty attached to each resubmission. When there is no time for resubmission, the instructor will determine an appropriate grade. Students who desire to have papers reviewed before submission should consult the ASU Writing Center, located in Room 008 of the Belk Library & Information Commons.

Resources and Recommended Readings

- ASU's Writing Center, <http://www.writingcenter.appstate.edu>
- WCOB's online resource page, <http://www.business.appstate.edu/students/writing.php>
- *The Elements of Business Writing: A Guide to Writing Clear, Concise Letters, Memos, Reports, Proposals, and Other Business Documents*, by Gary Blake and Robert W. Bly.
- *Business Grammar, Style & Usage: The Most Used Desk Reference for Articulate and Polished Business Writing and Speaking by Executives Worldwide*, by Alicia Abell.
- *Business Writing, Period.* by K. T. Maclay.
- *The Elements of Style*, by William Strunk, Jr., and E. B. White.

Adopted by the WCOB faculty August 25, 2008. Effective Spring 2009.