

## Learning Goals for Writing in Management and Business

1. Students will learn how to appropriately structure and organize thoughts in their writing. This includes:
  - a. Developing a clear introduction/purpose/thesis statement at the beginning of papers. A thesis statement is the main idea that students want to present in the paper. It should be stated explicitly near the beginning of papers. Having such a purpose/thesis statement will allow students to structure the rest of their writing around the main ideas they wish to present since these ideas will continue through the paper's body and lead to a conclusion at the end. In some instances, assignments will call for an introduction rather than a thesis statement. In those situations, the introduction should at least hook the audience or provide an overview of the main ideas of the paper.
  - b.

from a variety of sources as appropriate; however, papers should not consist of quotes strung together without independent interpretation and thinking on the part of the student. In addition, students should effectively integrate and use information from appendices and exhibits.

- c. Demonstrating that reflective thought on this topic has occurred resulting in a nuanced discussion with practical relevance.
  - d. Developing a comprehensive, thoughtful, and thorough discussion with the content responsive to the assignment. Careful reading of the assignment is required for proper completion, and students must adhere to the specific expectations of their professor. Expectations of individual professors will be established on the case paper assignment sheets.
5. Students will learn to competently and comprehensively utilize various analytical tools throughout their written analyses. These will vary from course to course. For example, in MB107, students will utilize the strategy diamond, macro-environmental analysis tools, Porter's Five Forces model, SWOT analysis, etc.