



Business Student's Guide: Making A's on Business Course Assignments

CARR-RUFFINO

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While there are many general how-to books for students, from how to improve your grammar to how to write a research report, none of these focuses on business students, business courses, and business assignments. As Dr. Carr-Ruffino's surveys of over 100 business professors indicates, there are distinct differences between assignments made by business professors and those from other disciplines. For one thing, business professors are keenly aware of the need to prepare students for the business world. Virtually all assignments are geared toward this goal, and assignments are evaluated using business criteria.

The Business Student's Guide is a reference book that explains the types of assignments most commonly used in business courses, why they are used, and what most professors are looking for. Students are then provided with detailed, specific, how-to information that helps them work through various types of business course assignments. Clear examples illustrate these rules, tips, and methods in action.

Business students get ideas for working successfully with project teams, which professors often use because teams aid learning and prepare students for successful participation in team projects in the workplace. Students also learn how to do thorough, imaginative cases analyses, using analytical tools as well as creative techniques.

Virtually all business courses include major assignments that call for setting up a business research plan, gathering business information, writing a business report, and making an oral business presentation. Students learn how business reports and presentations differ from the reports and speeches they're accustomed to doing. They learn what business professors expect and how to deliver it.

A powerful technique for both instructors and professors is the system of symbols for evaluating papers and giving students extensive feedback on writing problems and how to fix them. The professor needs only to write an abbreviated symbol for a problem; for example, in a paper that lacks necessary footnotes or documentation, the symbol is doc-none. The student looks this up in the front of the text and finds the explanation "Paper lacks documentation 2.5.7" The student then turns to paragraph 2.5.7 in the text, which is a major section, Document Your Sources. Within this section are nine paragraphs explaining how to document a paper with footnotes or endnotes, with numerous examples.

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