



AUDIENCE	<ul style="list-style-type: none"> ● Executives, managers, employees in various departments of a company: accounting, research and development, sales, and clerical support ● Stockholders, clients, and potential customers ● Formal audience, not your professor
PURPOSE	<ul style="list-style-type: none"> ● Persuade or inform ● Communicate in a straightforward manner with clarity, brevity, and focus
TONE/ VOICE	<ul style="list-style-type: none"> ● Active voice ● Gender-neutral language (e.g. “chairperson” vs. “chairman”) ● First person when appropriate
STRUCTURE	<ul style="list-style-type: none"> ● Paper structure varies depending on the professor and class ● Use inductive and deductive reasoning ● Informative writing with a thesis ● Heavily outline-based ● Title Page <ul style="list-style-type: none"> ○ A “cover page” that names the title of the paper and the author’s name ● Outline <ul style="list-style-type: none"> ○ Describes the structure of the essay ○ Brief presentation of the main problems and their solution ● Intro. <ul style="list-style-type: none"> ○ Acquaints the reader with the topic, topicality, significance, novelty and presents the abstract and the thesis ● Body Paragraphs <ul style="list-style-type: none"> ○ Develop the paper’s thesis ○ Deep discussion of the topic ○ Presents the supporting points that relate to the thesis, and concluding statements that sum up ideas ● Conclusion <ul style="list-style-type: none"> ○ Describes the content as a whole and the main points linked with the evidence used in the body paragraphs ● Reference Page <ul style="list-style-type: none"> ○ List of works and authors
RESEARCH/ SOURCES	<ul style="list-style-type: none"> ● Interviews, direct observation, surveys, questionnaires, facts & stats from books, articles, and reports ● Variety and quantity is good. ● Credibility is key.
SOURCE INTEGRATION	<ul style="list-style-type: none"> ● Published sources should be cited according to APA style ● Sources such as interviews should be cited as follows: (personal communication, date)

Business Administration *Tips Sheet*



STYLE/CITATION	<ul style="list-style-type: none">• APA format• Sources such as interviews are not included in reference list
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