

GEB 3213

**Lecture 1: Introduction to
Business Writing**

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Dual Purpose of Course

1. While you would expect to learn to write in this business writing course, what does it mean to “write to learn”?

Writing Is a Skill

- 2. How do you improve a skill?
- 3. What is a “transferable” skill, and how is it different from a “technical” skill?



Course Objectives

- 4. Name THREE of the course objectives.

The Importance of Effective Communication

- 5. What is the #1 reason accountants are fired?

The Costs of Bad Writing

6. List the THREE major costs of bad writing in business.

Getting the Job

7. List two written documents that will get you the interview and maybe the job.

**Internal and External
Communication**

8. List three types of internal written documents and three types of external written documents in business.

Differences Between Business and Academic Writing

9. List three differences between academic and business writing.

Good Business Style Is ...

10. List 5 aspects of good business writing style.



End of Outline
