

SAMPLE

College of Management Writing Assessment (CMWA)

Read these instructions carefully and follow them to the letter

NAME / ID NUMBER AT TOP LEFT

ASSIGNMENT: Write an essay in which you analyze the mini business case below. Consider all sides of this complex situation fairly and fully, and explain what action you would take, and why.

SPECIFICALLY:

FORMAT: 3/4 to 1 page single spaced – no shorter – using Arial 11 or Times New Roman 12 (about 350 words, minimum.)

ASSUMPTIONS: you may make realistic assumptions to provide further detail to your analysis.

COVER ALL SIDES: Present a careful and thorough analysis of the strengths and weaknesses of the different possible approaches suggested in this case. Persuade readers to agree with the side you support. Most good essays will have 4-5 paragraphs:

1. Introduction: **quick** discussion of problem and of what you will discuss / argue
2. Analysis of one approach; possible action recommendations
3. Analysis of a second/different approach; possible action recommendations
- [If needed, 4. Your thoughts on yet a different approach / possible action recommendations]
5. Quick summary of **relevant** points; your position, and why you support it

GRADING STANDARDS:

(1) Thinking: well-organized essay with clear transitions, easy to read; good logical flow, with each point following from the last; intelligent content/analysis with no fluff or repetition;

(2) Writing: easy-to-read, short sentences, making clear transitions from one point to the next / one paragraph to the next; correct grammar, punctuation; use of exactly the right words – including prepositions, conjunctions, and longer words and phrases.

The Problem:

Your client, SleekDesign, wants an analysis of and recommendations for possible expansion into new markets in Canada and Mexico. You have recently completed a very similar analysis for a different client, ArtForAll. The two clients, SleekDesign and ArtForAll, provide very similar services, and are fierce competitors.

You could simply take the analysis you developed for ArtForAll and change it around to fit the specific situation of SleekDesign. In this case, you'd be recommending that both companies target more or less the same new markets, using more or less the same new strategies. Alternatively, you could try to develop a different strategy for SleekDesign, in which case you would not be pitting the two companies directly against each other as competitors in these new markets.

If you pursue the former approach, your job will be easier. If you pursue the latter approach, your job will be harder, but you will be helping maintain the competitive positions of both your clients.

As a business professional, what should you do, and why?

IMPORTANT: Do not lift entire phrases or sentences from the case above; use your own words.

Re-read these instructions carefully and follow them to the letter