



# Business School Blog

Business Writing

**KU** SCHOOL OF  
BUSINESS  
The University of Kansas




# Transferable Skills

Write for  
Multiple  
Audiences

Use  
Qualitative  
Evidence

Adapt  
Your  
Writing  
Style



Professional  
Clear  
Concise  
Evidence Driven  
Persuasive

# Tips for Writing an Effective Blog

- 1) Identify a specific topic & write an engaging title
- 2) Include the student perspective
- 3) Adapt your organizational structure
- 4) Effectively incorporate the website link
- 5) Create a persuasive message
- 6) Follow the KU School of Business Style Guide

# Identify a Specific Topic & Write an Engaging Title

Vague Example	Better Example
Capitol Federal Hall	4 reasons to meet with a career advisor
Business Writing class	How BUS 305 prepared me for my summer internship
BUS 120	Skills developed in the BUS 120 case competition

# Business Communication Center introduces in-class workshops for Business Writing course



KU School of Business

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Jan 8 · 3 min read

*By Brigitte Siel, senior supply chain management major*



## **KU business student wins Tech Startup Competition**

*By Julia Wolfe, senior accounting and finance major*

## **Leadership Challenge helps students develop potential**

*By Ben Gillig, senior marketing and business analytics major*

## **New features added to KU Business Connect app**

*By Emma Rose, junior supply chain management major*

## **Marketing students develop campaigns to benefit local food bank**

*By Paige Simpson, sophomore management and leadership major*

**Title: Times New Roman, 12 point, bold**

**Your Name & Major: Times New Roman, 12 point, italics**

# Include the Student Perspective

## **KU Business Honors Program offers smaller classes**

Students can apply for the Business Honors Program if they have above a 3.5 GPA and have completed 45 credit hours. Once in the program, students have the opportunity to enroll in the honors section of many of the business core classes. My friend John is in the program and he really likes taking smaller classes because he gets more help from the professor.

## **KU Business Honors Program offers smaller classes**

One of the perks of being accepted into the Business Honors Program is the option to enroll in smaller classes. John Doe, a junior marketing major in the Business Honors Program, has taken 5 classes through this program. He said, “The same students are taking these classes with me and we regularly study and complete group presentations together. I also build closer relationships with my professors and I’ve asked many of these professors to write letters of recommendation.”

Due to a guest speaker in his Marketing 311 class, John networked to find an internship opportunity at Cerner. The guest speaker, marketing director Jane Smith, was impressed with his in-class participation and they began talking after class. This conversation led to an interview with a marketing manager.

I attended the Exploring Careers in Accounting Event and was able to sit down with 11 different KU grads and gained plenty of useful information regarding what classes benefitted them most and their experiences in finding a career.

**What is the name of 1 person you talked to? Where do they work?**

**What are the names of 2 classes they mentioned as most beneficial?**

**What is 1 piece of advice they gave you?**

**How did they find their first job?**



After my mock interview with a Hallmark recruiter, I felt more confident in my professional communication skills and gained plenty of feedback as to how I can continue to improve.

**What are 2 example questions they asked in the mock interview?**

**What are 2 suggestions they provided to improve your interview skills?**

**How did you use this advice to improve for an internship interview?**

One of my friends got an internship from a company that came to speak at a marketing club meeting. It all comes down to being able to network and your openness to new experiences.

**What is the name/company of the guest speaker?**

**What is the name of your friend? Major?**

**Include a quote from your friend about this experience.**

# Alumna spotlight: Hannah Rivas



KU School of Business

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Mar 20 · 2 min read


*By Aseret Bertram Grant, journalism junior and business minor*

Originally from Oakland, New Jersey, Hannah Rivas began her journey with Ernst & Young (EY) shortly after she walked through the KU Campanile in the spring of 2017. Hannah is part of the marketing and communications team based out of New York City, where she works on various go-to-market initiatives and its Entrepreneur of the Year<sup>®</sup> (EOY) program. She works as a program coordinator for Philadelphia, New Jersey and New York, which are part of the national EOY program that takes place in November in Palm Springs, California. This program celebrates entrepreneurs who have transformed industries, created something new or changed the path of a company. Some of the companies she worked which in 2018 included Away, Plated and UNTUCKit.

Before she accepted the full-time job with EY, Rivas had a post-grad internship with them. Once she finished her duties there, she moved to a different company as a market research analyst. A few months into her new analyst job, EY came around with a new opportunity she couldn't bring herself to walk

Rhodes, a sophomore studying marketing and journalism, said she and Harding started preparing Thursday and delivered their presentation Friday, but they weren't deterred by the quick turnaround. In fact, Rhodes appreciated the competition's fast pace and said the experience was amazing, noting that the bond the team had was one of the highlights.

Meeting new people also stood out for Harding, who is a junior studying business administration at KU Edwards Campus and doesn't always have the chance to work with Lawrence-based students.

 "Being a part of this team allowed me to interact with other peers who are also passionate about sales," she explained. Harding currently works as a sales consultant and said the competition made a real impact on her.

# Adapt Your Organizational Structure

## **4 reasons to study abroad over winter break**

**You won't miss any time on campus**

**You can still graduate on time**

**You won't have time to get homesick**

**You'll spend less money**

## **3 ways your academic advisor can help you**

**Keep you on track to graduate**

**Identify beneficial courses outside your major**

**Serve as a link to faculty and staff**

## **Best elective classes to take next semester**

**Become a wizard in ANTH 484: Magic, Science, and Religion**

**Follow in J.J. Abrams' footsteps in FMS 100: Introduction to the Film Medium**

**Explore the universe in ASTR 394: Quest for Extraterrestrial Life**

# Headings to Avoid

My experience

What it is

Background of the event

Quotes from students

What I did

Where I went on my trip

communication in business. The ability to draft, edit and revise professional documents is a key learning outcome of the course. The new workshops bring writing coaches to class four times during the semester to help students prepare each assignment.

## Lowercase headings



### Helping students develop writing skills

Through the writing workshops, students get the one-on-one coaching they need without having to schedule an appointment outside of class time.

“I appreciate the writing coaches coming to my BUS 305 class because it saves me time and stress of trying to schedule an appointment,” said Becky Peterson, a junior studying marketing and business analytics. “During class, we are going over our papers, so it is efficient to use that class time to get immediate feedback on our work from a coach.”

## 1 to 4 sentence paragraphs



Writing coaches can edit papers for mistakes and provide suggestions for improving the assignment before their papers are due. Of course, students can still make appointments at the BCC outside of class for additional assistance.

# Effectively Incorporate the Website Link

## **Schedule your appointment with an academic advisor today**

The benefits your advisor can provide go well beyond this list. We have eight academic advisors here at the business school that meet with students Monday through Friday from 8am to 5pm. Click [here](#) to learn more about each advisor and make an appointment today.

## **Unlimited options for business students**

The KU Study Abroad Office is dedicated to helping every student accomplish their goal of studying abroad. Currently, there are over 50 established study abroad programs that students can apply for. Click [here](#) to find the study abroad program that fits you. If none of these programs interest you, the Study Abroad Office can help you start your own program.



about the assignment to where I could ask specific questions, and it felt more conversational than a lecture.”

### **Preparing students for future careers**


The BCC works to prepare KU business students for their future careers. Employers want students to graduate with excellent written communication skills. The writing coaches at the BCC provide one-on-one coaching to students, and the new in-class workshops will better prepare KU business graduates for employment.

Link to BCC  
website





Learn more about KU’s Business Communication Center and make an appointment today.


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One of the scholarships that allowed Schuman to intern in China was Freeman-ASIA, a need-based funding award to assist the recipient with the cost of a study abroad program and related expenses. He encourages anyone who is interested in studying in East Asia, including Japan, South Korea, Thailand or China, to apply, as he got almost his full trip covered by this award. Schuman has received it twice. (Summer 2019 applications open February 4. For more information about this scholarship, click here.)



Another financial resource Schuman mentioned is the Benjamin A. Gilman International Scholarship. This scholarship, which can only be received once, looks heavily at an applicant's financial circumstances, and awards are as high as \$5,000.



Along with some outside scholarships, Schuman also has received awards based on merit from KU. He was presented with the Honors Opportunity Award, a scholarship that funds students' trips so they can "take advantage of opportunities for intellectual and academic growth."

# Create a Persuasive Message

## **3 ways your academic advisor can help you**

The students at the University of Kansas School of Business have the option of eight degree programs, two minor programs, six concentrations, and double majors outside of the business school. With this many options, students can become overwhelmed. The School of Business has eight academic advisors dedicated to helping business students navigate these decisions. Schedule your appointment today to get help scheduling your classes to graduate on time, identifying electives, and finding faculty that will connect you to a future career.

**Keep you on track to graduate**

**Identify beneficial elective courses**

**Serve as a link to faculty and staff**

**Schedule your appointment with an academic advisor today**

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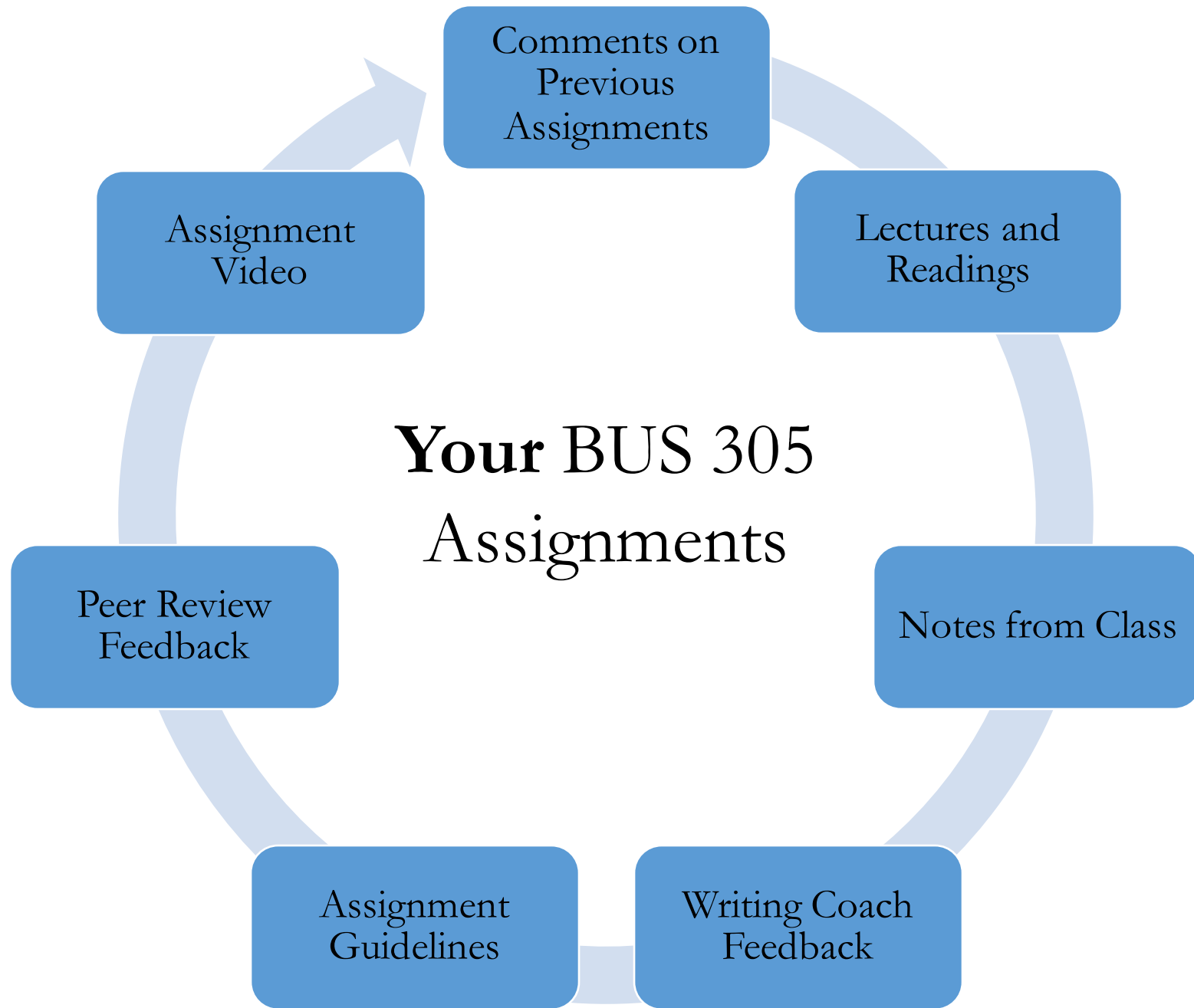
# Follow the KU School of Business Style Guide

## **KU School of Business style guide**

### **What is a style guide and why do we have one?**

A style guide is a reference addressing common style issues that arise in written communications to ensure consistency and accuracy. This guide is meant to be a resource for editorial and copywriting purposes, not for academic writing. The University of Kansas uses Associated Press style and has its own style guide produced by the Office of Marketing Communications, which addresses university-specific style issues. That style guide is available [here](#).

The School of Business style guide features some general references as well as many specific to the School of Business. You also will find information about social media and website best practices as well as additional resources.





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