The ASB faculty developed the Business Writing Across the Core (BWAC) Program, which teaches all business majors how to write five key business documents: business letter, typically to an external audience; memo, typically to an internal audience; executive summary; proposal; and business case. The objective: for students to develop expertise in writing the specific types of documents that they will most likely be using in their careers. The learning experience for each document is delivered in two required ASB core courses; one at the introductory level, and one at a more advanced level (see table below).

The program was piloted in 2009 and the faculty have worked since then to coordinate and revise teaching methods and course curricula to ensure effective delivery of our Written Communication learning goal. Additional writing support services are provided

outside the classroom through the College’s Center for Reading and Writing.

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|  | **LETTER** | **MEMO** | **EXECUTIVE****SUMMARY** | **PROPOSAL** | **BUSINESS****CASE** |
| Conceptual Distinction | External document conveying information to unfamiliar audience | Internal document providing information, or requesting information  | Summary of a larger document or project which may contain technical information | Persuasive document to outside audience | Extensive analysis of a business issue, which provides a recommendation |
| Introductory class | BADM 223: Business Law I | ECON 101:Microeconomics | ACCT 222:Managerial Accounting | INFO 224:Principles of Information Technology | MKTG 290:Marketing Principles and Practices |
| Advanced class | BADM 301:Ethics in Business or INFO 315:Computer Law and Ethics | FINC 301:Corporate Finance | International Business Category course | MGMT 370:Operations Management | MGMT302:Managing Organizational Behavior |