

Date: July 23, 2019

To: GSU Administration

From: Desiree King; Grace Davis; Nicole Hill

Subject: Making ENGL 3130 a Required Course

After intensive research, we recommend that ENGL 3130: Business Writing should be included in Area A1 (Written Communications) as a required course for all undergraduate students. Because this course gives students a chance to learn and experience life skills in a professional setting, this course should be a requirement instead of an elective.

Professional Profile

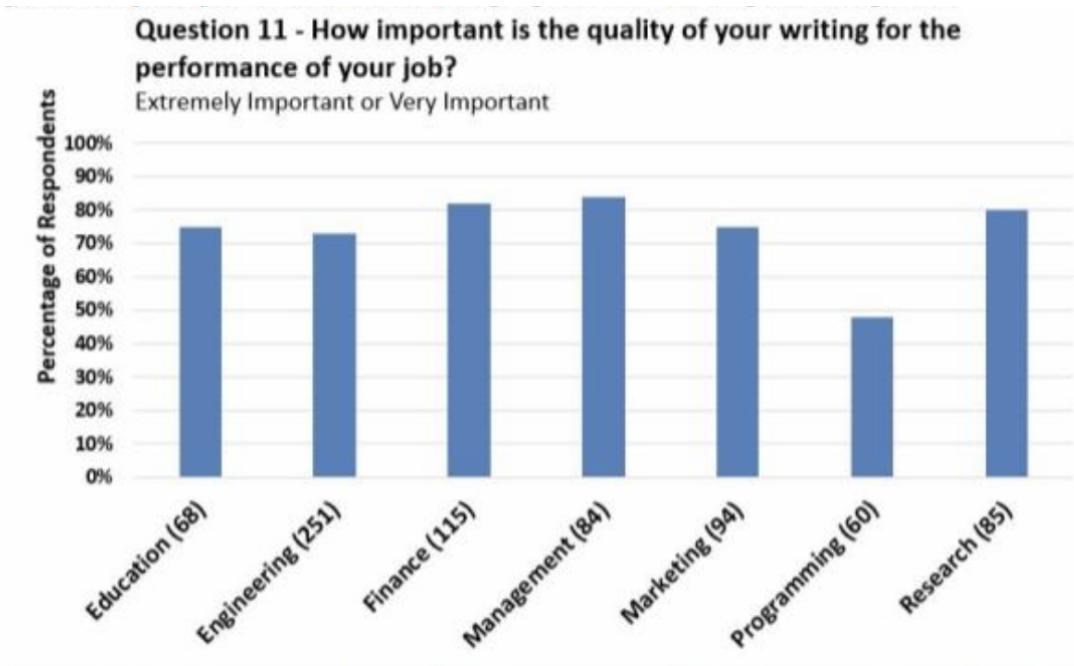
Business writing gives students a chance to learn how to build their professional profile. This course explains and demonstrates the steps in formatting and creating a resume and cover letter. However, in the current job market, the resume has become a major requirement potential employers request. Before an employer will take valuable time to interview you, he or she wants to meet you—on paper. ENGL 3130 shows the importance of building a professional resume, which is needed when transitioning from college into the job market. It gives students the ability to transfer their learning to actual demonstrations of skills and knowledge in a work environment.

Communication Skills

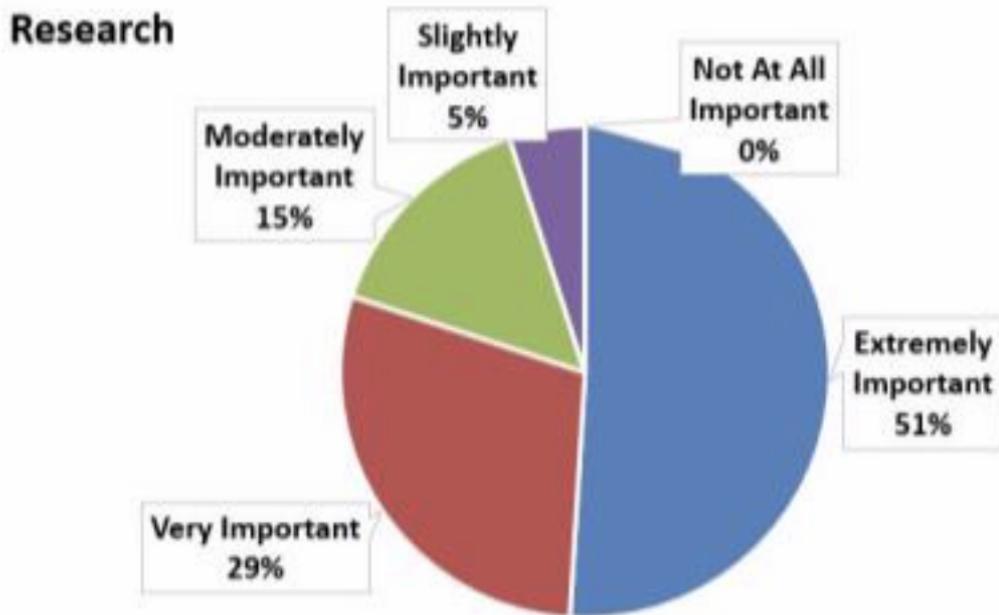
Business writing gives students writing skills to ensure effective communication through emails, letters, memos, and other business documents. Whether you are connecting internally with colleagues or externally with clients, the way you communicate can either boost your career or hamper your progression within a company. According to an article on Hurley Write Inc., “Writing is the primary way business gets done and is done in today’s collaborative world. When it’s done well, the business is done well, and when writing is not done well, it creates a slew of business problems. That’s why we believe it is the most important business skill.” Effective business writing can drive up sales, boosts a company’s reputation, and power quality management.

Research

According to a survey held in 2018, employers from different fields were asked how important business writing is to their company. The graph below shows 70%-85% employers believe writing is important or extremely important in their career field.



In addition, being efficient in business writing allows students to be ahead in the market gives them more possibilities to advance in their career. The researcher reported that more than 50% of employers find business writing extremely important in career advancement.



Conclusion

Implementing this change will give students the proper guidance needed for today's job market. This tactic will improve the percentage of graduates progressing in their field after completing college. Because the market has changed over the years, business writing is becoming a required skill for companies. Therefore, ENGL 3130 becoming a required course for undergraduate students will put them in a position to be ahead in the workforce.

Sincerely,

Grace Davis
Desiree King
Nicole Hill

References

“Importance of Business Writing: Effective Business Writing Training.” *Importance of Business Writing | Effective Business Writing Training.*

Swarts, Jason et all. “Communication in the Workplace: What Can NC Students Expect?”

Professional Writing Program. English Department, North Carolina State University.

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