## Fall 2014 Your Words Matter Writing Prize

Every organization – from government to non-profits to for-profits – needs employees who can communicate their analyses and findings clearly to a variety of audiences. The University of Akron (UA) College of Business Administration (CBA) *Your Words Matter* Writing Prize rewards students for well-written essays that represent excellent critical thinking and personal reflection.

## 2014 Competition Guidelines

Winners will be published on the CBA Website.

### Eligibility

The contest is open to undergraduate and graduate students who are current business majors or who intend to graduate with a business major, or who are currently in a graduate busness program.

### **Prizes**

Prizes will be given at each class level, including for graduate students. Winners will be announced December 1.

# Prizes available for all class levels

Freshman	Senior
1st: \$500	1st: \$500
2nd: \$200	2nd: \$200
Sophomore	Graduate
1st: \$500	1st: \$500
2nd: \$200	2nd: \$200
Tunion	

Junior 1st: \$500 2nd : \$200

### Deadlines

Email Essays by Nov. 24, 2014 All electronically submitted essays must be received no later than 11:59 pm U.S. Eastern Standard Time on Nov. 24, 2014. We will not accept late entries.

#### **Process**

Students will submit essays according to the guidelines contained in the Criteria and Prompt sections by the November 24 deadline. Email your essays to businesswriter@uakron.edu and carbon copy duwaldt@uakron.edu.

### Criteria

The following categories reflect important items judges will look for while scoring the essay.

Keys: Coherence, critical thinking, excellect research, correct citation style

- Coherence. Overall, does the paper make sense? Do you weave together the required assigned aspects of the paper seamlessly?
- Critical thinking. Does the essay demonstrate understanding of the topic/ theme?
- Sources. Are the sources credible (hint: Wikipedia is useful, but not credible), and do you use them to support your points?

## **Prompt**

Pick one quote below and write a 750-1,000 word (3-4 pages, double-spaced) essay including the following requirements:

Entry requirements

Cover letter. The first page of the document should be a cover letter that names and introduces your essay and provides your class level (freshman, etc.). You must verify this information. You also need to acknowledge your intent to graduate with a degree in business. Address the cover letter to the Dean of the College of Business Administration Akron, Dr. Ravi Krovi.

In the essay, make certain you include the following:

- Person quoted. Include an accurate description of the author of the quote you choose, who they are or were, and why you believe they would make such a statement based on their background. You must cite the sources of any research you present in your essay per APA style. Any essay that doesn't properly cite sources will not be considered.
- Reflection. Describe what the quote means for business, based on the experiences you have had from working, and/or your thoughts from reading about and discussing business.
- Research. Perform research to extend the possibilities you present in your reflection. Cite all information properly in-text and in a references page, per APA guidelines. The reflection supported by research should be the majority of your essay.
- No APA Abstract. You do not need to provide an abstract.

Choose one of the quotes below for your essay:

Pick one (1) quote as the subject of your essay.

- If you see a bandwagon, it's too late. -- James Goldsmith
- The NBA is never just a business. It's always business. It's always personal. All good businesses are personal. The best businesses are very personal. -- Mark Cuban
- In the midst of chaos, there is also opportunity. -- Sun Tzu
- Out there in some garage is an entrepreneur who's forging a bullet with your company's name on it. -- Gary Hame!
- Steve Jobs gave a small private presentation about the iTunes Music Stores to some independent record label people. My favorite line of the day was when people kept raising their hands saying, "Does it do [x]?", "Do you plan to add [y]?" Finally, Jobs said, "Wait, wait – put your hands down. Listen: I know you have a thousand ideas for all the cool features iTunes could have. So do we. But we don't want a thousand features. That would be ugly. Innovation is not about saying yes to everything. It's about saying NO to all but the most crucial features." -- Derek Sivers

See the writing rubric on the next page for further writing guidelines. Contact Betsy DuWaldt, businesswriter@uakron.edu with questions.



Business Writing Rubric - University of Akron College of Business 9/23/2013

Insightful main idea or thesis, and demonstrates a basic understanding of the purpose, subject matter, and audience.	Dustriess Writing Rubric - University of Aktori College of Business 9/25/2015						
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<sup>\*</sup>Please note that some assignments may not require outside sources to be listed

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