

Business Communication (3cr) MLI61A130

IN-CLASS WRITTEN TEST (20%)

You work as the Personal Assistant for the CEO of Supercell, a Finnish mobile game development company. The CEO, Ilkka Paananen, has received numerous complaints recently about the poor quality of the emails and reports that are produced by Supercell employees (staff) for both internal and external audiences. It is clear that the average written communication skills of personnel are relatively weak.

To address this issue in a low-cost manner, he has asked you to write a 1-page document with some essential guidelines for effective business writing that could be sent to all personnel of the company. This email, which will be sent by the CEO, should:

- include key aspects of strategic communication **and** effective business writing that personnel should consider when writing in a business context;
- be written by you in a way that successfully demonstrates what effective business writing looks like.

Write in Word document and submit in MyCourses:

Begin typing this written task into a Word document and remember to save it somewhere on your computer. When it is finished and saved (name it appropriately, e.g. 'Your Name - A3 Written Task'), submit it as a Word document into MyCourses under 'A3 In-class Written Task'.

Timeline: You have 45 minutes.

Evaluation criteria

Grade 5: The student writes guidelines which show (s)he has a comprehensive understanding of the key aspects of communication strategy **and** effective business writing presented in reading inputs for the course. The guidelines are also written in a way which successfully demonstrates what effective business writing should be like. Macro- and micro-writing tools dealt with in the course (inputs and lectures) are used throughout the document.

Grade 4: The student writes guidelines which show (s)he has a sound grasp of some of the key aspects of communication strategy **and** effective business writing presented in reading inputs for the course. The guidelines are also written in a way which, to a very large extent, demonstrates what effective business writing should be like. The student almost always employs the macro- and micro-writing tools dealt with in the course (inputs and lectures).

Grade 3: The student writes guidelines which show (s)he has understood some of the key aspects of communicating strategically **and/or** effective business writing as presented in reading inputs for the course. The guidelines are also written in a way which, at least to a limited extent, demonstrate what effective business writing should be like. The student employs some of the macro- and micro-writing tools covered in the course (inputs and lectures).