

HOW TO WRITE A TWO-PAGE PAPER

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It is important for every paper, no matter what the length, to have structure. Headings assist structure and help the reader to know your main points. Headings (Introduction, Analysis and Conclusion) are examples. Double space and use APA style. if you need information on APA:
Go to: <http://www.apa.org/>,
Or, <http://www.apastyle.org/learn/faqs/index.aspx>

Begin with a title of the work. A quote from someone famous right after the title of the work can capture the reader's interest. Quotations that synthesize a paper can often be found during research. I usually write my title the very last.

These are the main parts of a paper.

- I. Introduction (or "Statement of the Problem")
- II. Analysis (or "Research Findings")
- III. Conclusions ("or what I think should be done based upon my research")
- IV. Bibliography ("Sources of the research")

I. Introduction

Start this section with some quotes using the material researched. The introduction is usually only one paragraph long. In this section you will clearly state the problem you addressed in the paper. "The purpose of this work" is a great way to start. I usually do not write the Introduction until I have written the Analysis (think about it – how can you introduce what you have not written?). Thus, after the Analysis section is written, go back and write the Introduction. You will probably have three main points of analysis that you will want to quickly explain in the Introduction.

II. Analysis

This section usually has four paragraphs. The first paragraph is an "advance organizer" paragraph and explains that you have read through the assigned materials and that you have come up with (usually) three analyses that apply to the question or topic assigned.

Each of the next three paragraphs will have at least one citation directly tied to the assigned text (or texts). You may add other citations but you must have three separate references to the readings. Each paragraph will have a different slant on the question or topic assigned.

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For example, if the question asks you to analyze the mission statement of a business, then in the first paragraph you would find a pertinent sentence in the text that would analyze the assigned mission statement from one way of thinking. Be sure to use the proper APA “in text” citations.

In the second paragraph you would identify and cite another part of the text that could be used as another analysis of the assigned mission statement. Repeat these steps for the third paragraph of analysis.

III. Conclusion

This is the easiest part of the paper. Simply re-cap the Introduction and the Analysis sections. Be sure to not introduce any new material in the conclusion. Restate the Introduction, and the Analysis - really! A strong final sentence ties in with the first sentence in the work.

IV. Bibliography

The bibliography (required!) is set forth on a separate page at the end of the work entitled “References” and uses APA formatting. Be careful with references as every period needs to be in just the right place. See links above to help you with this. Each of the citations from the assigned text needs to be listed.

Some tips:

- The more of the same words and thoughts you use throughout the work the better.
- Harvard Business Review, New York Times, Wall Street Journal are great sources to use in a business paper.
- Use the Chapman Leatherby Library (all of the above sources are available free to you there).
- You may write your paper in the first person – as we are looking for your synthesis of the analysis from the assigned texts.
- Remember to cite anyone else’s thoughts or words – anything else is plagiarism.
- You may use personal or professional examples in your paper.
- Carefully go over your work before you submit – even a small typo can bring down your grade.
- An outline: If you have difficulty following this format and headings develop a short outline before you write. If you continue to have difficulty with your writing I will ask you to submit your outline as well as your paper.

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Do not use:

- Wikipedia as a source.
- Contractions such as “I’ve”, or “We’ve.”
- “I personally,” is a redundancy.
- Pronouns - they often confuse the work.

Remember that a great paper that does not have perfect APA or has grammar or punctuation mistakes is at best a “B” paper.

Most important: Organizations are looking for people who can write. Part of your learning here is to become a better business writer. All instructors are committed to helping you become a strong writer so that your authority figures will see you as a strong thinker and writer. Good business writing increases the likelihood of promotion.