BBUS 470 • Autumn 2014 • Written Assignment due Monday September 29

Due Monday Sept 29 at the beginning of the class session for which you are registered
Electronic copy ONLY; submit to Catalyst drop box:
https://catalyst.uw.edu/collectit/dropbox/laverty/33039

If you cannot submit the electronic copy to the dropbox, please give me a hard copy
instead. Bring the hard copy to class or to my office (and slide under the door if I am not
there).

Assignment: I have stated that “the great question” for
BBUS 470 is this: “What explains why some firms are more
successful than others?” For this assignment, answer the
question as best you can, based upon what you know from the
courses you have taken to date for the Business degree.

INSTRUCTIONS
Maximum length limit (suggested, but not rigid) is 2 pages, single spaced, 12-point font.
If you use a list of references and/or have any figures, diagrams, or tables, these do not
count toward this page limit.

This is an individual assignment. You may not collaborate regarding the content of the
essay with anyone else in any form, either in preparing or writing this assignment. You
may use the Writing Center for assistance with writing, but not content. I will consider a
violation of this instruction to be a violation of the university’s academic integrity policy.

Focus on what you have studied before; don’t do new research. Ideally, you will be able
to write this paper “from memory,” i.e., that you will remember what you learned in your
core courses. If you consult a source, it should be a text or other reading from those
courses -- NOT any material that you have not read previously.

You should cite any source you use in preparing your paper. If you look something up
(e.g., go to a textbook or reading from another class) you must cite the source. I will
consider a violation of this instruction to be a violation of the university’s academic
integrity policy. A direct quote MUST be placed in quotation marks.

A proper citation requires both [a] an in-text citation and [b] inclusion on a
reference list at the end of the paper. My personal preference is APA style
http://guides.lib.washington.edu/apa-style. For example, if you use the Porter
(Competitive advantage of nations) article, your in-text citation should be
(Porter 1990) -- or (Porter 1990:95) if you are quoting from page 95
and the reference list item should be

Porter, ME. 1990. The competitive advantage of nations. Harvard Business
Review (March-April).
CRITERIA
1. **Address “the great question.”** Do not simply talk about what a course covers. This will require you to think about what you know and apply it. For example, I do not want a summary of Marketing, but I am interested in the perspective of Marketing in helping me understand why some firms are more successful than others.

2. **Use at least three core courses.**

3. **Explain ideas, concepts, and relationships.** Do not simply “state” or “mention” an idea, but **explain how, why, and when.** For example, the statement “Marketing teaches that cost leadership can be a reason that one firm is more successful than another” is accurate but insufficient -- because it does not explain the concept of cost leadership or how it might lead to success.

4. **Clear writing and good organization.** The purpose of the essay should be clear in the first paragraph, each paragraph should have a topic sentence that conveys the central idea of the paragraph, and the essay should flow in a logical manner as you identify and explain the ideas that address the purpose stated in the first paragraph. Writing must be clear and logical with respect to sentence structure and your choice of phrases and words.

5. **Appropriate in-text citations and list of references.** This is only if your paper requires citations and references (see above). If you do write the paper from memory, as I have suggested, you do not have to provide citations.

**NOTE ON PREVIEWING PAPERS**
A number of students always ask if I will read their paper before turning it in to see if they are doing things correctly. Unfortunately, I can’t because that is not the nature of this assignment. An assignment that has the professor’s feedback as a stage in development would have a significantly higher level of expectations for each of the grading criteria.

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As always, please do not hesitate to let me know if you have any questions.