

Chapter 8 Leadership in Management

BusinessWeek Reader Case Study

“Memo to Students: Writing Skills Matter”

Directions Read the *BusinessWeek* Reader on page 132 of your textbook and answer the questions.

Literal Comprehension

1. According to the article, where was David Rodriguez employed after he graduated from the University of Miami?

2. What teaching challenge is discussed in the article?

3. Name two types of audiences for whom business school students must write while they are in college.

Making Inferences

4. Why did the thought of a 15-page English paper frighten Mr. Rodriguez?

5. Do you think that Mr. Rodriguez expected to have to write 15-page papers when he decided to be a finance major?

6. Why do undergraduate business school courses teach students to write presentations, memos, notes, and reports for different business audiences?

Critical Thinking

7. How are your experiences writing long reports and essay papers likely to help you in your future field or profession?
