



The College of New Jersey

Dear Student:

When building your career many factors can contribute to your success. The ability to manipulate and analyze datasets will get you noticed. A strong network of colleagues, starting with TCNJ friends and alumni, will help. Even looking good (i.e., professional) can be a plus. No asset, however, will be more important to your continued success than the ability to effectively communicate your ideas.

In fact, in a recent survey that asked about skills important to achieving success in an organization the most often mentioned skills that “most young professionals lack” were communication skills – oral and written. It makes sense. Once the data is collected and analyzed, once existing strategies have been reviewed, once others have had their say, you need to be able to clearly articulate your views. In short, you will differentiate yourself and demonstrate your value to the organization by what you say and what you write.

This Guide is designed to help you become a better writer. Using it may help you achieve a higher grade in your course work – a short term benefit. The more enduring benefit is the skill and confidence you will have as you enter the business environment.

Word choice, revision, logical flow, conciseness, and effective use of supporting evidence all make a difference. Your professors have dedicated their careers to helping students develop both an understanding of business and the skills necessary to succeed. Please take the time to see how what they have assembled in this Guide can help you achieve your goals.

Think, Compose, Revise, Reflect, Rewrite, Relax....

William W. Keep, Ph.D

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William W. Keep, PhD • Dean • School of Business

p) 609.771.3050 • c) 609.637.5129 • keep@tcnj.edu • PO Box 7718 • Ewing, NJ 08628-0718