

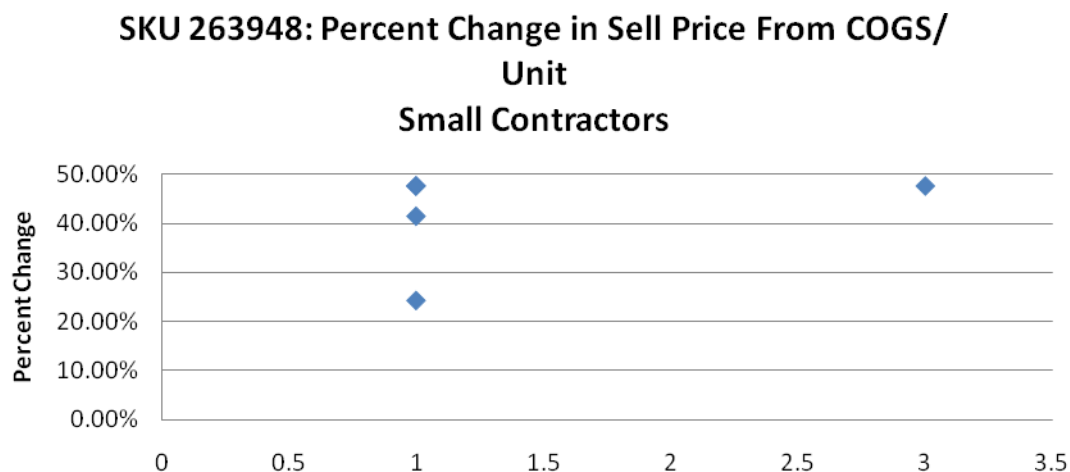
Economics and Business – Paper Guidelines

Writing Style:

- Be as **direct** and **concise** as possible with your thesis and supporting arguments! Remember, you are not writing a creative short story, so stick to just the facts and what is necessary to get your point across.
- Be **professional** in your writing, from the type of font you choose, to your wording.
- Check for spelling and grammar errors. ECB professors will not take you seriously if you cannot do these simple things.
- Cite your sources in correspondence to your given Professor's directions. If it is not specified, cite a source using MLA style footnotes and include a bibliography at the end of your report.

Formatting:

- This is one of the most important parts of composing an ECB paper or a business report (besides the content). Having an aesthetically pleasing report will go a long ways and can be the difference maker in your grade!
 - Include a title page with your paper
 - Give a descriptive title to your report
 - Include your name, date, and class (i.e. ECB 102 Macroeconomics)
- Make sure all variables that you use in your paper are **bolded** every time they are stated. This makes it easier for your Professor to glance at the report and know what is going on!
- Label all tables and graphs accordingly (i.e. **Table 1: Description** or **Graph 3: Description** or **Figure 10: Description**). Place each graph and table as it is discussed in your report unless your Professor instructs otherwise. Sometimes all graphs and tables will need to be placed in an appendix at the end of the report.
- When placing graphs in a paper delete the borders.
- Make sure your graph is titled and the axes are labeled properly.
- Center your graph on the paper.
- A final graph and should look something like this:



Graph 1: SKU 263948 within Small Contractors

- A final table should look something like this:

Highest GP \$ SKUs

	Commercial Customers	Small Contractors	Large Contractors	Large Industrial
SKU #	6674468	263948	263948	263948
Price Range/Unit	No Range	[0-31,028.00]	[0-274,245.00]	[61.64-82,858.00]
Range in % Change from COGS	0%	23%	18%	10%
Variance in % Change from COGS	0.00%	1.01%	0.36%	0.08%

By Kyle Davy, ECB major

Table 2: Highest GP \$ SKUs in each price class

- There is not one correct way to make a table and graph. Each professor will have slightly different expectations. Follow these few simple reminders and you will be far ahead of the game.

Keys to Success:

- Remember your audience! You are writing for professional business people; look at your paper through their eyes.
- Get straight to the point with your thesis and supporting arguments.
- Make your paper/business report look GOOD! Print out a copy and have someone else look over the presentation of it.
- Have confidence in yourself and in your work.