

Makerere University Business School
MBA II Strategy and Communication Option
Semester One AY 2026/2027

Course Name: Writing for Strategic Communication

Topic 4: Writing for an Internal Audience

Group Assignment: Critical review of organisational documents used for strategic communication

Instructions:

Assignment duration: Week 7 (23rd & 24th September 2026)

Due date for presentation: 30th September and 1st October 2026

Time allocated for presentation: 20 minutes

Question:

In your groups as indicated below, review three samples of the assigned documents from the different organisations you are affiliated with; that are ethically permissible for academic review. Conduct a critical analysis of these documents, evaluating them against the fundamental writing principles discussed in previous lectures and the acceptable standards of the document's structure **(30 marks)**.

- a) Provide a write-up of the critical analysis made **(15 marks)**.
- b) Choose one of the sample documents and rewrite it based on the best writing practices **(10 marks)**.
- c) Class presentation of the work **(5 marks)**

Groups	Assigned Documents
Group 1	Letters
Group 2	Memos
Group 3	Letters
Group 4	Memos
Group 5	Reports (Simple business report not more than 5 pages long)

Group 6	Emails
Group 7	Reports

NB: We shall present in the order of letters, memos, emails and reports.

End