After reading chapter one of your text, identify the four components of SWOT. Choose one component and explain its significance.

The four components of SWOT include strengths, weaknesses, opportunities, and threats (Nelson & Quick, 2005). These components should be considered for each business venture to determine what internal and external weaknesses may impact a business decision. Threats are significant because they are external forces outside the business which may negatively affect any business deal. It is the most difficult component to control since threats exist entirely outside the business.
Reflect on the importance of citing sources and your own academic integrity in your writing. Then, write 1 paragraph about how you will make sure to cite sources in your writing.

Academic integrity is an integral part of academic writing at Walden and beyond (Walden University, 2015), and it involves always citing sources when using them in my writing. In the past I have had trouble including citations because I was unsure how to create the citation. The Writing Center (2015) suggests that students create reference entry immediately when they read a source. I plan on doing this because it makes creating the citation easier when I’m writing. This advice will help ensure I include citations.
Responding to a Post

• **Compare and contrast** their observations with what you found.
• Ask a **probing question**.
• **Share an insight** from having read your colleague's posting.
• Offer and support an **opinion**.
• Validate an idea with **your own experience**.
• Make a **suggestion**.
• **Expand on** your colleague's posting.
Response to Pat

I agree that Johnson seemed to be very thorough in using sources to support his ideas, Pat. In the examples you gave, however, I noticed that Johnson only used quotations. The Walden Writing Center (2013) advised students to paraphrase more than directly quote in their writing. So, while we can look to Johnson as a model for using sources in our writing, we should paraphrase those sources instead of quote them. How else would you revise Johnson’s work for improvement?

References...
Response to Helen

Helen, you provided helpful insight when you mentioned that the author used a lot of colloquial language, which we should avoid in academic writing. As I also found in my article, it can be easy to overlook colloquial language because we use it so often in normal conversations. I found the Walden Writing Center’s (2013) examples of colloquial language and other types of casual wording useful in thinking more about this topic.

References...