

ENGL 221 Technical Report Writing Final Report

The Final Report is a comprehensive application of everything that has been covered in the course. Your assignment is to prepare a formal business report according to the requirements described below.

Imagine that you are a consultant hired by the Embry Investment Group (EIG) to analyze a company and make a recommendation about whether or not EIG should acquire it. You may choose any company of any size for consideration, as long as it is a public company that issues annual reports.

Content Requirements

Your report will not only offer a recommendation regarding acquisition, it will also provide an **abstract**, an **executive summary**, **background information** about the company, an **assessment** of the company's future performance, a description of the analysis **methodology**, supporting **details and data, and references**.

Technical Requirements

The final project must be at least 2,000-2,500 words excluding front and back matter, double spaced, with 1-inch margins. You will use "Times New Roman" 12-point font. You must use at least one table (or chart) and two graphics within the body of the report.

You must use at least five (5) references within the body of report, with proper APA citation format. No more than 20% of your paper should be direct quotes. Any direct quotes should be used to support your own analysis and recommendations. Do **not** copy large sections of content verbatim from other sources.

NOTE: While preparing your Final Report, be sure that you **fully understand** the APA citation guidelines in Module 8 (there are additional links in Academic Resources). You **must** properly cite your required five (or more) references both in the body of the report--including quotation marks for direct quotes--and at the end. You must also cite where you obtained facts, ideas, images, and any other content, even if they are not direct quotes. Failure to properly cite sources will open you to serious charges of plagiarism and academic fraud, which could result in unwanted disciplinary action. Don't take a chance. Cite your references correctly.

Your report must, at a minimum, incorporate the elements of a formal report that are listed on page 552 of the textbook. Use good document design and usability principles regarding headings, sections, use of bold text, etc.

Grading criteria

Content Requirements:	50%
Technical Requirements:	30%
Grammar/Spelling/Style:	20%
Total:	100%

The final report represents 35% of your grade and is due the last week of the term.