

Business Report Assignment

Overview

This assignment 100 points and is designed to provide you with an opportunity analyze, visualize, and report data in the form of a typical business report.

Instructions

You have already completed two writing assignments and received written feedback; however, it's important that we review my expectations once again:

- Students will familiarize themselves with the assignment's instructions, referenced textbook pages, evaluation criteria, deadlines, and submission requirements.
- Assignments will be prepared using a business writing style as outlined in your textbook. This material has already been assigned and you have been tested on the content. As you know, unlike SMS text messages (text-speak) which use phrases, abbreviations and lack capitalization, business writing requires attention to detail, format, grammar, capitalization, style, and spelling.
- Assignments will be free of significant grammar, punctuation, capitalization, organization, and format errors. Please proofread your assignment before submitting it for evaluation.
- Assignments will be the original work of the student enrolled in the course. Please review the syllabus and the University's Honor Code for clarification.

Preparation Materials

Before attempting this assignment, please take time to prepare yourself by reviewing the following materials: Review the assignment.

- Routine Report (Business Report) Instructions Below

Review your textbook.

Review how to create and embed chart in MSWord:

- [MSWord 07: Description of how to use MSWord 07 and Excel 07 to create graphs.](http://office.microsoft.com/en-us/word/HA100997391033.aspx)
<http://office.microsoft.com/en-us/word/HA100997391033.aspx>

Report Assignment's Instructions

1. Read the University's Academic Honor Code. Conduct that violates the University's Academic Honor Code will result in a failing grade for the entire course. This policy will be strictly enforced.
2. Create your assignment in MSWord. You may use either MW Word 07 or higher. You must use MSWord.
3. Save the assignment and include your last name in the title of the file (e.g. REPORT-GARCIA)
4. Upload (do not copy and paste) the saved file in the correspondingly named "Assignment Drop Box" at Turnitin.com by the posted due date.

Late Assignment Policy

- Assignments not submitted by the originally posted due date are considered late and may be submitted into the late drop box.

- Assignments not submitted according to the posted instructions are also considered late.
- Late submissions must be uploaded in the appropriately labeled "Late Drop Box" at Turnitin.com by the posted "Late Assignment Deadline."
- Late submissions are only eligible for a maximum of 50% of the assignment's original point value.

Late Submission Instructions for Partial Credit (Maximum 50%)

1. Review submission instructions above.
2. Upload (do not copy and paste) the saved file in the correspondingly named "Late Assignment Drop Box" at Turnitin.com by the posted due date.

Routine Report Assignment

Scenario:

Your company is the largest private employer in your metropolitan area, and the 43,500 employees in your workforce have a tremendous impact on local traffic. A group of city and county transportation officials recently approached your CEO with a request to explore ways to reduce this impact. The CEO, Ms. Suarez, has assigned you the task of analyzing the workforce's transportation habits and attitudes as a first step towards identifying potential solutions. She is willing to consider anything from subsidized bus passes to company-owned shuttle buses to telecommuting, but the decision requires a thorough understanding of employee transportation needs. Figures 1 – 4 summarize data you have collected in an employee survey.

Figure 1: Employee Carpool Habits

- Frequency of Use: Carpooling Portion of Workforce
- Every day, every week 10,138 (23%)
- Certain days, every week 4,361 (11%)
- Randomly 983 (2%)
- Never 28,018 (64%)

Figure 2: Use of Public Transportation

- Frequency of Use: Public Transportation Portion of Workforce
- Every day, every week 23,556 (54%)
- Certain days, every week 2,029 (5%)
- Randomly 5,862 (13%)
- Never 12,053 (28%)

Figure 3: Effect of Potential Improvements to Public Transportation

Which of the following would you encourage you to use public transportation more frequently? (Check all that apply) Portion of Respondents. Employees can check more than

one.

- Increased perceptions of safety 4,932 (28%)
- Improved cleanliness 852 (5%)
- Reduced commute times 7,285 (41%)
- Greater convenience: fewer transfers 3,278 (18%)
- Greater convenience: more stops 1,155 (6%)
- Lower (or subsidized) fares 5,634 (31%)
- Nothing could encourage me to take public transportation 8,294 (46%)

Note: This question was asked to those respondents who use public transportation randomly or never, a subgroup that represents 17,915 employees or 41% of the workforce.

Figure 4: Is Telecommuting An Option?

- Does the nature of your work make telecommuting a realistic option? Portion of Workforce
- Yes, every day 3,460 (8%)
- Yes, several days a week 8,521 (20%)
- Yes, random days 12,918 (30%)
- No 18,601 (42%)

Task:

Write a recommendation memo report to your supervisor, Ms. Suarez illustrating the data you have collected and recommending two ways to solve this problem.

This is a **short** report; therefore, your report will **not** include a title page, a table of contents, or appendices. The visualized data must be within the text (body) of the report; do **not** place the data at the end of the report.

Organizational Guidelines:

TO: Ms. Suarez, CEO
FROM: Insert Your Name
DATE: Month Day, Year
SUBJECT: Workforce Transportation Habits

Begin your report memo with a brief introductory statement outlining the background, problem/opportunity/purpose, scope, and organization of the report. Refer to your text for assistance.

In the body of your report, you are required to illustrate each set of data with figures. Keep in mind this portion of the report requires an appropriate heading, and each of the four figures requires a reference statement, a caption, and if applicable, a legend. Do not place the data in a bulleted/numbered list or in a table.

For example:

APPROPRIATE SECTION HEADING

Precede the graph with a reference statement explaining what the graph illustrates. For example, Figure 1 illustrates the employees' carpool habits.

Figure 1: Employees' Carpool Habits

Create the figure. Determine which figure best illustrates the data. Should you use a pie chart, a bar chart or a line chart? Once you have decided which chart to use, review your text for format requirements. How large should the chart be? Should the data be an ascending or descending order? Where should you place the labels? Does the chart require a legend? Is the visual clear, complete, concise, connected, and compelling (see textbook for guidelines)?

Note: If you are not familiar with how to create chart using MSWord or importing them from Excel and embedding them into MSWord, you should consult the Help function in MSWord or you may also find it useful to review the following webpages:

Immediately following the chart, explain the significance of the data. This is referred to as the illustration's caption.

For example, As you can see from Figure 1,....

After all four chart are completed, offer two possible solutions to the problem. Each solution should be logically derived from the data and each must be adequately explained. This section of the report also requires an appropriate heading. There should only be two solutions for the entire report.

For example:

APPROPRIATE SECTION HEADING

Introduce this section of the report with a paragraph previewing your recommendations.

Solution 1: XXX

Explain your solution and why it is a logical option.

Solution 2: XXX

Explain your solution and why it is a logical option.

Close your report with a summary of the key points as they appeared in the report body. Do not introduce new facts into your closing paragraph. End by inviting Ms. Suarez to contact you to discuss the report's recommendations.

Evaluation Criteria

Outstanding: (90-100%)

The report demonstrates superior application of business communication concepts and principles outlined in the readings and exercises. The assignment does not contain errors in content, grammar, spelling, punctuation, format, and/or the visualization of the data. All four of the data sets are illustrated properly.

Above Average: (80-89%)

The report demonstrates above average application of business communication concepts and principles outlined in the readings and exercises. The assignment has a few minor errors in content, grammar, spelling, punctuation, format, and/or the visualization of the data. All four of the data sets are illustrated properly.

Satisfactory: (70-79%)

The report demonstrates satisfactory application of business communication concepts and principles outlined in the readings and exercises. The assignment has a moderate number of errors in content, grammar, spelling, punctuation, format, and/or visualization of the data. Three of the data sets are illustrated properly.

Poor: (1-69%)

The report has an inconsistent application of business communication concepts and principles outlined in the readings and exercises and/or has frequent and serious errors in content, grammar spelling, punctuation, format, and/or the visualization of the data that distorts the meaning. At least two sets of data are not illustrated properly.

Incomplete: 0 points (0%)

The memo was not submitted before the due date and/or was not completed according to the published instructions.

Conduct that violates the University's Academic Honor Code will result in a failing grade for the entire course. Please review the University's Honor Code and your syllabus for additional details. If you have questions regarding the policy, please speak with your instructor and/or your academic advisor. This policy will be strictly enforced.