**How to Write a Report Name:**

**What is it?**

* A study of a topic (usually job-related) which is prepared for a supervisor, employer, or client
* The research within will lead him or her to make a decision or come to a conclusion about the issue being investigated

**Why is it Useful?**

* The information it contains is easily accessed through headings
* Much more “to the point” than an essay
* The facts, research, and findings (and which ones you choose to include) persuade the reader more than writing style

**Be Sure To:**

* Be clear about your purpose (inform, analyze, persuade)
* Write for your audience
* Keep it formal
* Stay objective
* Use Headings

For some examples, see the class handouts

**Your Task:** Your company has been enjoying considerable success. However, because your goal is PROFIT, you are wondering if all aspects of your business are “pulling their weight”. Pick one specific part of your business, (eg. if your business is Blackberry, you might choose their “playbook” tablet), imagine you have studied it in depth, and write an Evaluative Report. Essentially, the report will suggest, using evidence (that you make up), whether your business should continue to offer this service or not.

This writing task will have several parts that will be evaluated.

* Complete the Ideas Sheet first
* The outline must be completed in class and handed in for feedback.
* The final report itself must be typed and submitted electronically with turnitin.com. Make sure you are properly signed up. I will not accept any paper copies.

**Ideas Generator**

**Name of Your Company**

**Job #1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How many employed by you\_\_\_\_**

**Job Summary (one sentence)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Wage:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Job #1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How many employed by you\_\_\_\_**

**Job Summary (one sentence)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Wage:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Job #1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How many employed by you\_\_\_\_**

**Job Summary (one sentence)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Wage:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product/Service #1**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Summarize or describe it:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Cost to the Customer:\_\_\_\_\_\_\_\_\_**

**Reason for paying for the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Reason for not choosing the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product/Service #1**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Summarize or describe it:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Cost to the Customer:\_\_\_\_\_\_\_\_\_**

**Reason for paying for the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Reason for not choosing the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product/Service #1**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Summarize or describe it:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Cost to the Customer:\_\_\_\_\_\_\_\_\_**

**Reason for paying for the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Reason for not choosing the service:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /50**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Level 4** | **Level 3** | **Level 2** | **Level 1** | **Below Level** |
| Organization(10) | Completely follows the report format as outlined.Very neatly and professionally presented with headings and good use of space. | Usually follows the report format as outlined.Neat and/or professional presentation (includes some headings and use of space). | Sometimesfollows the report format as outlined.Somewhat neat presentation. | Mostly does not follows the report format as outlined.Messy and/or sloppy presentation. | Does not even look like a report as outlined.Very poor presentation; often illegible. |
| Content(25) | Contains excellent & insightful detailsHas applied details and knowledge of the company in a particularly insightful and creative way.The information completely suits their headings  | Contains good information Has applied details and knowledge of company in a thorough way.The information suits their headings | Contains some helpful information Has applied some details of the company to the reportThe information and headings match | Missing any explanations.Little to no application of company knowledge.There are times when the headings and information have nothing to do with each other | Missing any explanations.No mention of company or so little information included that it has taken me longer to fill out this rubric than it did to read itRemediation required |
| Mechanics(10) | Completely flawless spelling; demonstrates excellent control of sentence and paragraph structure. | Has minor mechanical and usage errors which do not interfere with communication; has good control of sentence and paragraph structure. | Has mechanical and usage errors which may interfere with communication; relies on simple sentence structure; limited control of paragraph structure. | Has major and minor mechanical and usage errors which interfere with communication; limited control of sentence structure, no paragraphing evident. | Too many mistakes. Report is often incomphrehensible. |
| Style(5) | Maintains formal tone throughoutNo personal opinions | Mostly maintains formal toneLittle personal opinion | Sometimes becomes clearly informal in tonePersonal opinion is clearly present | Often informal in tonePersonal opinion has taken the place of facts | Too informal to consider a formal report and there is too much personal opinionRemediation required |

**EVALUATIVE REPORT OUTLINE**

**HEADER:** (List the date, name of recipient, your name, line indicating and what the report contains)

|  |  |
| --- | --- |
| Date: |  |
| Memo To: |  |
| From: |  |
| RE: |  |

**INTRODUCTION:** (This is essentially an introduction and conclusion in one. In one to two sentences briefly introduce the purpose of the report, ie: what is being evaluated and why (pick one of the services from the Ideas Generator Sheet), who asked for it? Follow this up with a sentence that concludes your findings, ie: what did you decide?)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

**BACKGROUND:** (Provide detailed background information about what is being evaluated and why. Include information such as: what the service is, why it is under evaluation, who is involved, etc. Some actual knowledge of your line of business would be a good thing. The more detail the better!!!!!!)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**COST BENEFIT ANALYSIS:** This part provides the evidence about whether it is financially worth it to provide this service. How much money does this service cost to run? Is it popular with customers? Handle this part by listing all of the expenses associated with producing or offering this product.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**ADDITIONAL BENEFITS:**  In this part, re-state the decision made by your company (to keep or cancel the product or service) If keeping it, provide 3 reasons that will support the decision. If cancelling it, provide 3 reasons for cancelling. Organize your points using bullets)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**RECOMMENDATIONS:** Explain specific actions your company will take to carry out your decision. If keeping the product or service, suggest a further idea to promote it. If cancelling it, suggest a replacement product or service.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |