

COMN 220 Formal Report

In groups, you will research and write a formal report. This assignment requires critical thinking, research skills, organization, and time management skills, which are an essential aspect of your successful completion of COMN 220. The intent of this research project is to further develop your ability to research information and demonstrate your excellent written communication skills. Keep in mind that your primary task is to find and synthesize information from multiple sources into a useful package—recommend a particular course of action is not necessary. If you provide accurate and useful facts, readers will be able to make judgments on their own. Your subjective opinions should not be given.

There are separate steps in completing the report. They are as follows:

	Date	Weight
Team Charter and Topic	2 October	Required
Report Draft	21 October	5%
Written Report	30 October	25%

The following is due 30 October at the beginning of class:

- Hard copy of your report submitted in person
- Digital copy of your report submitted on Brightspace
- Hard copy of the Declaration of Authorship and Academic Integrity form, signed by all members

REPORT DRAFT

This portion of the assignment will be due in hardcopy at the beginning of class time on 14 October. To complete this assignment, familiarize yourself with the Business Report Writing Guidelines (distributed in hard copy but also available on Brightspace).

The report draft will not be marked for grammar, punctuation, spelling, or writing style. The objective of the draft is firstly to provide a checkpoint to ensure your report content is on the right track, and secondly to confirm your group's understanding of formatting specifics such as headings and APA referencing.

Your draft will be graded out of a total of 30 marks on the following scale:

Excellent (E)	Good (G)	Needs Improvement (NI)	Unacceptable (U)
All the criteria are fully followed. Work meets/exceeds professional expectations.	Criteria are mostly followed with minor errors or omissions.	Most criteria are present but there are substantial errors or omissions negatively impacting the quality of the work and professionalism of the document.	Criteria are missing and/or have significant errors or omissions . Work does not meet professional expectations.

Your draft should contain the following elements:

Report Draft Element	Note
1. Title Page	Properly formatted
2. Table of Contents	The page numbers will likely change between the draft and final report
3. Completed Introduction	All sections must be finalized
4. Three short (3-5 sentence), thoughtful paragraphs summarizing three major points in your report	Aim for one paragraph per section (ie. a small description of each report subtopic)
5. Descriptive, formatted headings	-Headings could change for finalized report -Use suitable, topical headings (e.g. not Discussion or Body)
6. An appropriate illustration with correct referencing	Correct APA formatting
7. An example of quoted material with a proper introduction and citation	
8. An example of paraphrased material with a proper introduction and citation	
9. A page of references	
10. Some type of group work timeline chart that shows evidence of project management and planning for the entire project	-PERT or Gantt charts work well -Must include: specific tasks, target dates, and responsible parties for the entire project process

RESEARCH REPORT

Report Requirements:

-the completed report should be accompanied by a completed Declaration of Authorship and Academic Integrity form (found on page 9).

-The body of the report (i.e. the research findings, not including the introduction, conclusion, or front matter) should be 1,500-2000 words.

-You must directly incorporate 8-25 credible, relevant sources of information. At least four of the sources should be from the SAIT library database.

-You must include one relevant and properly formatted visual (e.g. diagram, chart, graph).

-You must accurately cite all your sources using proper APA style for citations (i.e. in-text citations and a references list).

-Any facts or statistics you use must be Canadian, or you must show how the information is relevant to a Canadian audience.

-Your report should follow all the appropriate writing and formatting conventions covered in this course.

Report Components:

Title Page

Has an attractive layout and includes:

- a descriptive report title
- name(s) of those receiving the report (ie. instructor)
- name(s) of those who prepared the report
- the date the report was submitted

Note: Remember that this page is counted as the first front matter page (i), but the number does not appear on the page nor is the title listed in the Table of Contents.

Memo

- Uses proper memo format
- Enhances readers' understanding of the report

Table of Contents

Provides a listing of contents that distinguishes first, second, and third level headings

- Uses dot leaders to the page numbers

List of Illustrations

Provides separate listings for figures and tables

- Includes the figure or table number and the descriptive title
- Includes dot leaders to the page numbers
- Are shown in the order they appear in the report

- Includes a front matter page number (lower case Roman numeral)

Executive Summary

- Explains what led to the writing of this report
- Identifies challenges
- Discuss your credible sources and explain your methodology
- States the main conclusions

Introduction

Purpose: Define the problem to be solved or the opportunity to be taken and explain what the report accomplishes for the audience in terms of an action.

Background: Provide brief additional, historical, or situational information the reader would require to understand the report.

Scope: Describe the boundaries of the investigation, including limitations (what's included in the report and what's not included).

Methodology: Describe the means of collecting information and describe types of research sources used (do not list search engines).

Preview: Briefly outline the topic areas that are developed in the text.

Note: Start regular Arabic page numbering on the first page of the report, (this does not mean the Executive Summary which is not numbered).

Three Main Findings

Presents the reader with enough detail to understand the subject. Develops evidence (facts, data, results, examples) in an organized, logical manner. Uses objective, clear, concise writing.

- Uses appropriate illustrations to support main points
- Incorporates proper introductions and citations for secondary sources
- Uses objective information
- Uses descriptive headings

Conclusion

Bases conclusions on previously stated information in the following manner:

- relates to the purpose stated in the introduction
- states conclusions in an order similar to the discussion (consistent organization)
- uses bulleted points (if appropriate)
- does not introduce new facts or evidence

Recommendations

This section is optional. See the Technical Report Writing Guidelines for details.

References

Identifies sources of information utilizing the APA format on the Reference page.

Illustrations

Each illustration is professionally presented by using:

- a figure or table number and descriptive title
- labels
- readable fonts and colours (black is often best)
- an introduction or explanation in the preceding text
- an appropriate citation (in APA format)
- white space around the illustration

Writing Style

The writing style should be professional and consistent

- clear and objective words and sentences
- business writing conventions (parallel structure, third person, appropriate sentence and paragraph length)
- appropriate choices and conventions for paraphrases and direct quotes

Organization/Format

The organization and format should be professional and consistent

- attractive layout
- all lists and subsections are introduced
- consistent, logical, & smooth flow of information
- appropriately numbered pages
- appropriate first, second, and third level headings

Mechanics

The report should be checked for spelling, syntax, grammar, and punctuation.

COMN 220 Research Report Rubric

<p align="center">Excellent (E)</p> <p>All the criteria are fully followed. Work meets/exceeds professional expectations.</p>	<p align="center">Good (G)</p> <p>Criteria are mostly followed with minor errors or omissions.</p>	<p align="center">Needs Improvement (NI)</p> <p>Most criteria are present but there are substantial errors or omissions negatively impacting the quality of the work and professionalism of the document.</p>	<p align="center">Unacceptable (U)</p> <p>Criteria are missing and/or have significant errors or omissions. Work does not meet professional expectations.</p>				
<p align="center">Content</p>		<p align="center">Expectations</p>		<p align="center">SCORE</p>			
<p align="center">Front and Back Matter</p> <p align="center">/10 points</p>		<p>Cover Page (outer)</p> <ul style="list-style-type: none"> ○ descriptive report title ○ graphic or image (sourced on back) ○ writers' names <p>Title Page (inner)</p> <ul style="list-style-type: none"> ○ descriptive report title ○ receiver's name ○ writers' names ○ course code and section ○ date of submission <p>Memo</p> <ul style="list-style-type: none"> ○ proper format ○ professional tone <p>Executive Summary</p> <ul style="list-style-type: none"> ○ informative style ○ complete summary of report ○ one page or less <p>Table of Contents</p> <ul style="list-style-type: none"> ○ proper headings with page numbers aligned ○ lower case Roman numeral <p>List of figures and list of tables:</p> <ul style="list-style-type: none"> ○ all of the report's visuals ○ correct numbers, titles ○ corresponding page numbers aligned ○ lower case Roman numeral <p>Glossary</p> <ul style="list-style-type: none"> ○ list all technical terms that require a definition ○ not used for abbreviations 		<p align="center">E</p> <p align="center">10-8</p>	<p align="center">G</p> <p align="center">7-6</p>	<p align="center">NI</p> <p align="center">5-3</p>	<p align="center">U</p> <p align="center">2-0</p>

	Appendix (interview transcript, optional) <ul style="list-style-type: none"> o includes interviewee full name and date of interview o proper page numbers o titles professionally formatted 				
Introduction /8 points	<ul style="list-style-type: none"> o general introduction o purpose o background o methods of research o scope and limitations 	8-7	6-5	4-3	2-0
Research Findings /20 points	<ul style="list-style-type: none"> o provides accurate, relevant, and detailed analysis using specific evidence from research o uses logical organization for topics/subtopics o fulfills purpose 	20-16	15-11	10-6	5-0
Conclusion /4 points	<ul style="list-style-type: none"> o summarizes research findings o draws conclusions out of findings o no new information presented 	4	3	2	1-0
Organization	Expectations	E	G	NI	U
/4 points	<ul style="list-style-type: none"> o sections of document ordered according to business report writing guidelines o proper paragraph structure 	4	3	2	1-0
Research & Documentation	Expectations	E	G	NI	U
APA In-text references & Reference list /15 points	<ul style="list-style-type: none"> o 8-25 credible sources that pass RADAR criteria, including 4 from the SAIT library database o proper in-text citations in APA o complete References page entries in APA o properly ordered References page o appropriate conventions for incorporating paraphrases and direct quotations o in-text citations and Reference page entries align 	15-12	11-8	7-4	3-0

Style/Tone	Expectations	E	G	NI	U
Business Style Professional Tone /15 points	<ul style="list-style-type: none"> ○ precise and concise writing style ○ parallel structure ○ 3rd person ○ uniform style throughout ○ consistent terms ○ language is objective and inclusive ○ clear audience analysis ○ professional and consistent tone 	15-12	11-8	6-4	3-0
Format	Expectations	E	G	NI	U
Font & Headings /4 points	<ul style="list-style-type: none"> ○ text aligned & spaced appropriately ○ headings applied correctly ○ font is consistent and professional ○ correct pagination 	4	3	2	1-0
Figures, Tables, & Lists /4 points	<p>Figures and Tables</p> <ul style="list-style-type: none"> ○ introductory content ○ explanation of figure/table ○ figure/table # ○ descriptive title in title case ○ labels ○ professional figure or table ○ in-text citation when required ○ white space <p>Lists</p> <ul style="list-style-type: none"> ○ introductory sentence ○ professional bullets ○ parallel structure 	4	3	2	1-0
Mechanics	Expectations	E	G	NI	U
Writing Mechanics /15 points	<ul style="list-style-type: none"> ○ complete and varied sentences ○ well-structured sentences ○ correct grammar ○ correct punctuation ○ correct spelling 	15-12	11-8	7-4	3-0
Bonus	Expectations	E	G	NI	U
Team name /1	<ul style="list-style-type: none"> ○ creative ○ catchy ○ generally awesome 	1	.75	.5	.25-0
Total /100 points					

ACADEMIC SERVICES: CORE EDUCATION (COMMUNICATION AND LIBERAL ARTS STUDIES)

DECLARATION OF AUTHORSHIP AND ACADEMIC INTEGRITY

COURSE #/NAME:	INSTRUCTOR:
ASSIGNMENT/PROJECT:	SEMESTER:

The Declaration of Authorship and Academic Integrity is a mandatory element of all team assignments and projects completed as part of the requirements for Communication and Liberal Arts Studies classes. Part 1 identifies the contributions made by each team member. Part 2 is your confirmation that each team member recognizes his/her responsibility for ensuring the academic integrity for the project as a whole.

Part 1: Complete the table below and indicate who authored each section of a report/assignment or worked on a particular element of a project. Sections/elements can have one or multiple authors/contributors. List all work done by each team member.

WRITTEN SECTION / PROJECT ELEMENT	AUTHOR(S) / CONTRIBUTOR(S)

Part 2: Our signatures below confirm the contributions noted in Part 1. Our signatures also confirm that each member of our team has reviewed the final assignment prior to submission and it contains no material that has been paraphrased or copied without being appropriately referenced. We further acknowledge as a team the importance and relevance of a collaborative effort to ensure our success. If any unattributed or copied material is identified by the instructor during the grading process, we understand that we, as a team, will be charged with plagiarism and will face consequences as a result of those charges (see the SAIT Student Code of Conduct Procedure for details).

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