

Assignment #4 – Recommendation Report (Is “X” or “Y” Better?)

Overview: For this unit, you will write a Recommendation Report to your management that strongly suggests a course of action. You will consult a minimum of four sources to create your draft and will include a cover memo. You should write as if you were already an employee of the organization you chose in Assignment #1

Because your report has bottom-line implications for your company or organization, you should make sure that your research is sound and that your arguments are thorough, taking into account both pros and cons, and that you are logical and practical. The rationale for your recommended course of action may be based on performance, availability of materials, profitability, legal constraints, or another criterion.

Pay-back: Most companies and organizations rely on employees to identify current or future problems and/or opportunities, to then research these areas and, finally, to produce a report that recommends a course of action.

Assignment – 100 Points

Write a Recommendation Report

- 70 points – Draft a report for your management using the guidelines presented in class and in your text (p. 605-641), as well as those you discover as you research this assignment. You have a choice of topics, and should choose depending on what your company/organization needs.
- Include a title page with appropriate information, table of contents, introduction (including the problem/opportunity), body (possible courses of action and pros and cons of each, supported by evidence), conclusion (which course you recommend), and next steps (call to action). Also include a glossary, a minimum of 2 graphics, and 1 example of Toulmin logic in your pros/cons section.
- Type your Report and make it 4-5 pages in length, not including the title page or cover memo. Use a header/footer in your document.
- Option A: Recommend that your company switch from a Microsoft to a Linux operating system (in this case, X is the status quo and Y is the new idea)
- Option B: Recommend that your R&D efforts center on hydrogen fuel cells rather than compressed natural gas (CNG). (X or Y?)
- Option C: (Non-engineers only) Recommend that your company move into the Indian or Chinese market. (X or Y?)
- 20 points – Create a Works Cited list that includes 4 sources you quote in drafting your document:
 - o a journal article about the problem/opportunity
 - o a journal article about the pros or cons of your recommendation
 - o a credible website (.edu, .org, .net) about the pros or cons of your recommended course of action
 - o A source about your company/organization
- 10 points – Write a Cover Memo to your management (see Word templates).
- NOTE: The Report, Cover Memo and Works Cited **must** be in the proper format, match the needs of your company/organization, accomplish the purpose and be error-free.

Due Dates

Rough Drafts are due for Peer Review: One week
Final Drafts for Submission: Two weeks