

BUS 302
Short Business Report: Guidelines

This document provides an outline for the short business report. Please follow this format when preparing your case reports, and ask your instructor for additional clarification, if necessary.

Transmittal Page

The report should begin with a transmittal memo. This memo serves to explain the audience, author, and basic purpose of the attached report. It should be short and to the point. For example, the transmittal memo for the Day at the Movies case might read:

DATE: March 17, 2004
TO: Mr. Plex, Owner, Royal Theater
FROM: Joe Smith, Legal Analyst, Group One Consulting, Inc.
RE: Analysis of Liability for Fraud

Per your request, we have prepared an analysis of Royal Theater's liability for fraud as alleged by the moviegoer, Tommy. Please contact us if you need any additional information.

The memo should indicate an appropriate date (given the facts of the case), and should not exceed one page.

Executive Summary

The second page of the document should have a report title at the top, and provide an executive summary, which is a paragraph or two that summarizes the report. It should provide enough of an overview of the report so that an executive (who doesn't have time to fully read the longer document) gets the main ideas and conclusions of your report. Most importantly, the summary should contain (1) the purpose of the report (with minimal background information), (2) what you did (analysis) and what you found (results), and (3) your recommendations. It should not exceed one page.

Report

Page 3 of the report should contain a title at the top (the same title that you put on the top of the previous page. This is the first page that should actually be numbered, and it should be page 2 (because the memo is not technically part of the report).

- The report starts with an introduction section, including a statement of purpose for the report. This paragraph should provide important background information, and should end with a clear “road map” that tells the reader what to expect in the remainder of the report.
- After the introduction, use headings and subheadings frequently to ease the reader's task. For example, possible headings for the Day at the Movies case are: Analysis of Liability for Fraud, Analysis of Moviegoers’ Opinions, Other Considerations, Conclusions, and Recommendations.
- A conclusion paragraph responds to the report's purpose and how the report has achieved it. The conclusion may contain the recommendations.
- The length of the body of the report will be determined by necessity to convey the analysis and conclusions, but should generally not exceed 10 pages.
- Statistical analysis, including Excel output, should be summarized and presented at the appropriate level, given the audience. As a general rule, most output should be placed in an appendix, and the most important results should be discussed in the text of the report. When a figure or table is important to the discussion, it may be included in the text if it does not take up more than 1/3 of the page.
- Tables and figures should all be labeled. No tables or figures should ever cut across a page.
- References may be cited within the text, in footnotes, or in a separate “References” section. Do NOT cite the Gateway text – consider that all the case information is general knowledge – but you must provide cites to the legal library cases when used. These citations take the form: *Cao and Cao v. Nguyen and Pham*, 258 Nev. 1027; 607 N.W.2d 528; 2000 Neb. LEXIS 56.