

Going Downtown 2020: Individual Report Project
BUAD 301 Spring 2020

Purpose: To develop research and problem-solving skills within a professional context; to learn how to write an extended argument.

Situation: Each student will choose a town in Southern California—everyone must have a different city and choices will be first come first served. You may choose from towns in the following counties:

- Los Angeles
- Orange
- Riverside
- San Bernardino
- San Diego

Examine the census data for the town you have chosen to identify the following:

- Median age
- Income
- Racial make up
- Social demographics (families, married versus single, etc.)
- + any other interesting or useful information available

You may wish to make a trip to the community as well, just to see what the lifestyle is like or interview some residents for anecdotal information

Task: In a correctly formatted memo report addressed to Dr. April Franklin, describe your selected town in detail, focusing on demographics. **Identify a particular type of business that would appeal to the majority demographic you have identified through your research.** Avoid suggesting things like franchises. Think about unusual businesses or services that would particularly appeal to the local residents.

Use any sources that seem appropriate, but make sure you go beyond the surface. Learn what you can about the town's history. What direction are they going in? Is there a social or political climate that you should account for? What do residents want in their community?—After all, there's no point in recommending a skate park for a community populated by retirees. Keep track of your sources: cite them in the text and list them in your References. Incorrect attribution causes a substantial reduction in your report grade.

This assignment is worth up to 100 points.

Think about several towns before you choose the one you feel is best suited for analysis. Also, come up with business concepts that will be useful for the residents, NOT just what you would like to do. If they don't need it, don't recommend it.

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Requirements:

March 18 – a memo describing the town you will be researching and why you chose it, along with 3 preliminary sources (cited in APA style). **You may not change your city after this date.**

March 27 – Completed Reference Checklist due

April 13 —Peer critique of your assigned classmates' **complete written report draft** (references page optional). You will be assigned 2 classmates to critique.

April 17—**WRITTEN REPORT DUE—NO EXTENSIONS** – Only reports with a Turnitin.com originality report will be graded. If the report does not have an originality report, it will receive a zero.

Format:

Use the format suggested by the Short Report Format document on our Titanium site. You may also wish to refer to the report formats described by *The Business Writer's Handbook* for more information. Additional requirements:

- The text of the report should be single-spaced, font 11 or 12, 1 inch margins, 4-5 pages long; no folders.
- Use correct memo format addressed to me: Dr. April Franklin.
- Use titles for each section (and don't be afraid to be creative).
- Use correct headers after the introduction.
- Include a References page with at least 5 citations in standard APA style (you can use surveys and interviews as well if you like). They must be as current as possible. The references page does not count as text of the report.
- Proofread carefully and SPELLCHECK.

Expected Student Outcome:

You will be developing research skills and critical thinking skills. You will also learn how to identify and target key issues in a real world setting.

Assessment:

I'll be looking for analysis above all. Look into the facts as well as at them. Provide a context and boundaries to help me understand exactly what you are trying to say. Grading will follow the CLASS rubric. I expect mechanical excellence, flawless format, and a perfect citation style.