

## MEMORANDUM

August 27, 2012

TO: Managerial Communication Students

FROM: Jie Wang 

RE: Instructions for Term Paper

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The term paper will be on the company your team initially proposed and subsequently approved by me in writing. The paper should present an overview of the company, with a focus on its operations and financial performance in the most recent full fiscal year.

The paper should be approximately 15 pages (including the title page and references), double-spaced, with one-inch margins on all four sides and the text in font size 12. A sample outline is as follows (the key sections are in boldface):

- Title page
- Table of contents
- List of figures (The figures should be incorporated into the text; in other words, they should not be appended at the back.)
- Executive summary (Please see the examples in the textbook and on our course Web site.)
- Company description
- History, including major milestones
- Management, including brief biographies of the top two or three executives
- **Products and/or services** (Consider incorporating relevant images on these pages.)
- **Competitive landscape** (SWOT analysis, market share, etc.)
- **Financial review** (In addition to reporting the major numbers, compare the company's performance in the most recent fiscal year to prior years, present the company's financial results relative to its competition, and discuss the company's outlook obtained from authoritative sources as well as your opinion.)
- Conclusion
- Works cited (Be sure to list all your library and online sources. [Click here](#) for online-material documentation format.)

Please note that while it is essential to rely on credible sources of information such as the company's annual report and Internet resources, plagiarism—passing off other people's ideas as one's own without giving proper credit—will lead to serious consequences. Please refer to pages 334-337 in Chapter 11 of our textbook for ways to avoid plagiarism.

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Page 2

If you encounter any problems in the process of working on the term project, please let me know—preferably in writing—as soon as possible so that I can help you resolve the issues promptly.