**Executive Summary Assignment**

**50 Points**

**Due: Sunday, April 22nd – Upload to TITANium by 11:55pm PT**

***Background***

As a business student, review the California State University, Fullerton library database system and select a business journal (i.e. *Journal of Management).* Searching the database for an article using ProQuest, EBSCO or any other of your choice, select an article related to a business topic you may be interested in.The article must be at least five pages long and a subject of interest that you prefer. Some examples you can search are: (1) Social Media Marketing, (2) Finance in Digital Business, (3) Accounting in the Digital Age, (4) or ANYTHING else that interests you.

***Complete an Executive Summary***

Make sure to identify the author, article title, journal, and date of publication. Give an explanation what the author intended to do in the study or article. Summarize three or four of the most important findings of the study or article. Summarize any recommendations made. Include a conclusion statement.

**Purpose**

* To understand the purpose and structure of an executive summary.
* To be able to analyze, interpret, and summarize relevant information in a formal report.
* To develop writing skills necessary in a formal report.

**Student Outcome Measures**

Students will assume a role of an assistant to an executive or manager and be able to provide summarizations of formal reports. They will learn how to analyze, interpret, and summarize formal reports to their direct supervisor in a concise and tactful executive summary.

**Guidelines**

* **Your current Executive summary may not exceed one page**.
* You **DO NOT** turn in your article you chose.
* Executive summaries are standalone reports. They should make complete sense without reference to any outside source, including the original source.
* Executive summaries do not contain quotations, references, or examples. They merely present the key concepts of the argument made in the original source.
* Executive summaries are flawless. They impress by presenting no visual/conceptual barriers in the document.

**Format**

* **Use your own words;**do not copy text from the article.
* Do **not** write a memo or a letter.
* Center a heading at the top: **Executive Summary**
* In left or right top margin type your name and a date.
* Use one-inch margins and size 11 or 12, serif-type fonts (Times New Roman, Palatino, etc.)
* Single Spaced; leave 1 blank line between paragraphs.
* Spell check and proofread your work carefully.
* Write in the 3rd person ("He/she/it does xyz; they should do xyz...").

**Evaluation**

You will be graded on the usual C.L.A.S.S. criteria: how well you address the topic, how literate your document is, how aware you are of your audience, which strategies you employ to reach the reader, and what kind of tone you adopt to that end.