Write a professional business report that investigates and analyses a significant trend in an industry of your choice. Choose one major trend and explain what it is and how it impacts the industry and the stakeholders of the industry. This report is not a product commercial; it is a serious review of an industry in change –how employment will be affected–good or bad. It is about possible careers being changed

•Length –8 to 15 pages, single-space. •Cover Letter, Title Page, Abstract, Table of Contents, Body of Work, Reference Page, Appendix •Format: Single-spaced | .5 / 1-inch margins | 12 pt. Times New Roman font. •Block format (full justification desired). •Use headings both to separate information logically and to create high skim value.

Purpose: Your “job” here is to envision your report handed out to 100 College Students who are gathered to listen to presentations on exciting business innovations and trends. To that end, your “job” is to explain a trending topic in a specific industry to college students interested in such matters. The research and analysis of this assignment demand detailed preparation and research -Report, PowerPoint, and Oral Presentation. What this means is that you will: •Synthesize a substantial number of resources to support your analysis •Read and analyse online and print sources and summarize the key takeaways from them

•Develop a well-formatted, reader-oriented professional report •Practice integrating sources with APA citations. Ethically and accurately crediting outside information will establish professional credibility with your audience.

Necessary Parts: Your final “report” product consists of two items –a Formal Cover Letter and a Report. Formal Cover Letter: Make up a name and address for a College Student. You can use our college location for your address. The cover letter should be short and to the point, reflecting what you hope the report will accomplish. Perhaps secondary, try to enlist or create some excitement about your work. Professional Report:(Do not use APA except for citation. No APA running headers or paragraph formatting) .•Title Page •Abstract •Table of Contents •Body of Work ?Introduction that identifies the purpose, scope, methodology, and sources of information. If useful, some introductions may discuss limitations? Main section synthesizing your research and analysing key considerations. Employ/insert at least one graphic (it must be relevant and valuable in explaining the trend). Source required.? Short summative closing •APA References page •Optional Appendix (highly desirable) Audience Thoughts: 1. Your 100 students are interested in the fundamental subject matter of innovation in business. 2.Design your report to help the audience better understand a vital trend impacting this industry.3. Although your audience are peers, keep in mind that your goal is to create a professional document. 4.Consider that audience engagement responds to fun facts and entertaining considerations. 5.The best reports will be full of useful information and focused on the future. Reference Source Considerations:1. Two or more recent, reliable news sources2.Two or more recent trade journal articles3.One or more website sources from a professional organization (if available)4. One industry report or one company report (if possible)Citations: Use APA in-text parenthetical citations and an APA formatted reference page. Avoid plagiarism at all costs. Smoothly and accurately integrate quotations and paraphrases, being attentive to the differences among quoting, paraphrasing, summarizing, and plagiarizing