

Writing Assignment: Is Debt or Equity Funding Appropriate for the Company?

Purpose:

The purpose of this assignment is for each student to demonstrate their critical thinking skills by creating a written analysis of the issues faced by the company described in this week's content; compare and contrast the options and offer a written recommendation for the suggested actions management should take to address the issues.

Audience:

The audience for this assignment is the senior management of your company and the tone and style of this writing needs to reflect the formality of this assignment. Your instructor and your classmates will also be reviewing your recommendations.

Task:

This task is comprised of several components: review and analysis of the information presented in the assigned case; the application of critical thinking skills to formulate recommendations for management action; the creation of a written document that formally describes the issues at hand and presents recommendations to corporate senior management for correcting the issues.

Format:

Each recommendation should be in the form of a separate paragraph and based on the number of recommendations submitted, it is expected that the document will approximate 250 words when completed. All references should be cited using APA format, 12 point font.

Interactive components:

Your document will be subject to review by your peers and by the instructor. Since peer review is a requirement for every student, you must submit your posting to the discussion forum in Webcourses no later than 11:59pm on Saturday, and each student must post a peer review for the work submitted by two of your classmates no later than 11:59pm on Monday.

Evaluative criteria:

You will be required to submit your initial posting before you are able to see the postings submitted by your classmates. Missing the submission deadline for the initial forum posting will result in zero points awarded. The quality of your writing will be evaluated using the attached rubric. It is strongly recommended that you familiarize yourself with the criteria described in the rubric before submitting your assignment.