

# Reporting Research Findings – The Management Report

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**Businesses engage in research activities to solve problems and improve productivity, profitability and sustainability.**

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Your main aim is to conduct business research as a management expert and provide recommendations to a newly acquired business to help it improve and succeed.

- You will carry out an investigative study to solve the business problems and provide the answers-recommendations to your client in a Management Report.

You will discuss the findings and recommendations in a Management Report. The Report should be a well written account of what has been seen, spoken, observed, and investigated during the study.

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**A good Business Report has the following characteristics:**

- ❖ Follows the instructions and guidelines given in the Report Brief. The Report Brief outlines the purpose and intent of the report, the audience, the problem that must be addressed, and the required presentation of the Report (use sections and headings).
- ❖ It effectively presents the research findings and evidences that were analyzed and applied to the research problem.
- ❖ It is well written (logical and well structured), clear (good language and tone) and analytical (evaluate diverse views to provide answers), and answers the research question (provide results of the study).
- ❖ The purpose, language and style of the Report must match the needs of the intended audience.

## How to organize the Business Report

*Please Paginate the Report. All the following areas **MUST** be included:*

- |                                 |                             |                         |
|---------------------------------|-----------------------------|-------------------------|
| - Title Page                    | - Table of Content          | - SECTION TWO:          |
| - Authentication of Own Work    | - Executive Summary         | Findings And Discussion |
| - Front Page (with grade sheet) | - SECTION ONE: Introduction | - References            |
|                                 |                             | - Appendices            |

## **SECTION ONE: Introduction**

### **A. Rationale And Objectives Of the Research:**

- Discuss the importance of business research and the reason for undertaking this study. Give the background problem (what needs solving i.e. what you were hired to do);
- List 4-5 objectives – what you seek to achieve – Look at the course syllabus for supporting information to frame your objectives. Use bullet points.

### **B. Background:**

- Include the company overviews you created in a discussion format. Maintain good and organized essay formats).

### **C. Methodology:**

- What are you researching and why? How will you go about the research i.e. what are the research methods that you using to answer the research questions? Explain: What secondary and primary sources did you use? Did you use questionnaires to attain first-hand information from the stakeholders? How did you test that your findings are valid – did you use qualitative or quantitative approaches in your study? Explain the steps in a methodical way. Remember your research methods must be replicable. If someone wishes to verify or follow, the same results should be achieved.

## **SECTION TWO: Findings And Discussion**

- This section allows you to engage in a critical analysis and discussion of theories or concepts dealing with the issue. To start briefly introduce the scope of the research- what the research problems are. Introduce and critically evaluate the primary and secondary data you collected and observed. You may include a description of contrasting points of view or debates you found over any of the issues. Present the findings of your research as simply as possible. Use the format that will achieve this most effectively: e.g. text, graphs, tables or diagrams. If you are using graphs and tables, label them clearly - give each figure a title and describe in words what the figure demonstrates.

## SECTION THREE: Recommendations and Conclusions

- A. **Recommendations.** Provide a summary of the best solutions/answers to the research problem based on the results of the findings and your analysis. Your recommendations must be very specific detailing the actions to be carried out as well as time framed.
- B. **Conclusion.** Summary of the research process and recommendations emitted. You may identify in finality, what progressive study may be needed.

**References.** Use the Harvard Style Referencing.

**Appendices.** Include questionnaire, tables or any evidences you created or collected to support and validate the research findings and recommendations.

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# REPORT RULES AND FORMATS

## 1. Report Writing Style

### 1) Front Pages

- i. **Title Page covers** Unit Title, Unit Index, Name of Lecturer, Name of Student, Name of Institution, Date, In partial completion of \_\_\_\_\_
  - ii. **Table of content covers** headings, subheadings and the page numbers
  - iii. **Remember you MUST Page number your work.**
- 2) Font is Standard Arial and font size is 11.
  - 3) Use size 16 for first headings, size 14 for second headings, and size 12 for all following headings.
  - 4) Set left margin at 2.5 inches and 2 inches from the left.
  - 5) Line spacing should be 1.5.

## 2. Basic Report and Research Rule!

*Write, Reference & Avoid Plagiarism.* Click on the links below to learn about plagiarism, and correct ways of citing and referencing sources in your report, using the Harvard Referencing Style.

- a) **Plagiarism:** [Types of Plagiarism; Prevention; and Checking for plagiarism](#)
- b) **Citing Sources:** [How to correctly cite references in-text](#)
- c) **Referencing:** [How to correctly create the reference list.](#)
  - o Students found plagiarizing someone else's work automatically gets a 'Fail' grade.
  - o Correct styles of in-text citation and referencing are compulsory. Colbourne uses Harvard Referencing Style.

## Use the following four (4) Recommended Steps in planning, writing and presenting the Report:

- 1) Plan,
- 2) Write,
- 3) Reference your sources, and
- 4) Review.

### 1. PLAN!

- a) Make sure you carefully read, analyse and understand the purpose of the assignment.
- b) Plan the approach to the assignment before you begin writing the Report.
- c) Gather information using a variety of primary and secondary sources.
- d) Avoid plagiarism by attributing the authorship - correct in-text citations and correct referencing using Harvard Referencing Style. Keep track of all texts, page numbers, websites, journals, questionnaires etc. used to correctly reference the sources in the final work.
- e) Ensure the materials you are using/citing are relevant and current.
- f) Ensure the structure of your work is organized, coherent, and supportive of the topic and research purpose.
  - Gather your ideas,
  - analyse the finding,
  - organize and
  - evaluate them.

### 2. WRITE!

- a) Do not begin writing the Report until you have completed step 1! Step 1 allows you to think about the assignment, determine and clarify the purpose, gather relevant and necessary information, assess and evaluate the information, and plan the structure.
- b) **Avoid Bias.** Write objectively, without preset opinion, or personal preference. Write with curiosity. Avoid generalization, Provide evidence through research.
- c) Do a rough draft of the assignment first before writing and editing the final draft for submission.

### **3. REFERENCE YOUR SOURCES!**

- a) Uphold Rule 1: Write, Reference & Avoid Plagiarism.
- b) Attribute the authorship of the source of the information you use in your report by;
  - Correct in-text reference and reference list using Harvard Referencing Style.
  - Keep track of all texts, page numbers, websites, journals, questionnaires etc. used to correctly reference the sources in the final work.

### **4. REVIEW YOUR WORK!**

- a) Remember to add Page numbers.
- b) Read over your work as many times as necessary to ensure;
- c) Your writing style is simple and clear - Use short sentences and avoid ambiguity.
- d) Correct in-text citations and referencing
- e) Correct sentences and correct spellings and grammar.
- f) Plans are properly implemented.
- g) Ask someone else to read over your finish work.
- h) Save the final copy and upload to your email.
- i) Run your finish copy through the Plagiarism software and print a plagiarism report. Add the plagiarism record to the binded Report you submit for marking.