

Colbourne College

REPORT FORMAT

A. EXECUTIVE SUMMARY (Value: 10%) 250 Words

The Executive Summary provides complete information on the report's essential points. It usually has sufficient information to allow the reader who does not have the time to read the entire report to draw valid conclusion about the Research. It is a brief summary where you say as much as possible in as few words as possible (Weaver & Weaaver, 1977).

Use the following headings to outline the Executive Summary:

- Purpose,
- Background problem,
- Scope of the investigation,
- Methodology
- Key Findings and important issues raised in the discussion (give 4-5),
- Conclusion and
- Recommendations.

While the Executive Summary is always written last, it is however placed in the front of the Research following the table of contents.

B. INTRODUCTION (Value: 20%) 750 Words

A Report MUST have an effective Introduction. The introduction is one of the most important steps in writing the Report. When the reader reads just the introduction, they should know the purpose of the assignment and the main ideas which will be covered. It establishes the;

Background:	200 Words
I. Purpose/Rationale and	
II. Description	
Objectives of the research	Give 3-4
Literature Review	430 Words
Methodology	120 Words

- I. **Purpose of the Research**
 - **Rationale** i.e. the purpose for undertaking the work, and the way you decided to do it.
 - **Description** i.e. what you are asked to do and the reasons for doing it.
- II. **Objectives:** List 3-4 Objectives of the Report.
- III. **Literature Review.** Researching and analyzing relevant business sources – books, journals, conference papers etc. – covering ONLY the ideas that are relevant and the main ideas that will be developed within the Report.

“Introduce your review by explaining how you went about finding your materials, and any clear trends in research that have emerged. Group your texts in themes. Write about each theme as a separate section, giving a critical summary of each piece of work, and showing its relevance to your research. Conclude with how the review has informed your research (things you'll be building on, gaps you'll be filling etc).”

Structuring your report, <http://www.reading.ac.uk/internal/studyadvice/Studyresources/Essays/sta-structuringreport.aspx#sections>

IV. Methodology- data collection and limitations.

“State clearly how you carried out your investigation. Explain why you chose this particular method (questionnaires, focus group, experimental procedure etc). Include techniques and any equipment you used. If there were participants in your research, who were they? How many? How were they selected?

Write this section concisely but thoroughly – Go through what you did step by step, including everything that is relevant. You know what you did, but could a reader follow your description?” Identify limitations that exist in data collection.”

Structuring your report, <http://www.reading.ac.uk/internal/studyadvice/Studyresources/Essays/structuringreport.aspx#sections>

C. FINDINGS/DATA/RESULTS (Value: 30%) **750 Words**

“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. Label your graphs and tables clearly. Give each figure a title and describe in words what the figure demonstrates. *Save your interpretation of the results for the Discussion section.*” Provide Alternative Solutions.

Structuring your report, <http://www.reading.ac.uk/internal/studyadvice/Studyresources/Essays/structuringreport.aspx#sections>.

D. RECOMMENDATIONS (Value: 30%) **1000 Words**

The recommendation brings together everything. Recommendations are based on facts and analyses. It must show how your findings respond to the rationale in the Introduction and the research ideas in the literature review. It also compares the findings with the objectives outlined in the Introduction. It analyses any gap that exists or problems encountered and how they were solved, or can be solved e.g. if the results are different from expectation, if relevant or important data were difficult to find or couldn't be found; and if adjustments were made to the methods and/or participant, to achieve the objectives.

E. CONCLUSIONS (Value: 7%) **250 Words**

The conclusion provides the opportunity to

- sum up your main research points,
- make recommendations for action, and
- Suggestions for further research.

No new argument and evidence should be produced.

F. LIST OF REFERENCES (Value: 3%)

- a) List ALL sources used in preparing the report or essay. Provide full details for the all sources you referred to in the report. View [how to correctly create the reference list](#).

F. THE APPENDICES

contains evidence which supports the report but is not essential because it's either too long or too technical for the audience. Questionnaires used to gather information and survey subjects will be contained in the appendices.

STYLE

- 1) Front Pages
 - i. **Title Page covers** Unit Title, Unit Index, Name of Lecturer, Name of Student, Name of Institution, Date
 - ii. **Table of content covers** headings, subheadings and the page numbers
 - iii. **Remember you MUST Page format 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.

REPORT RULES AND FORMATS

1. 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.

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

2. 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.

REFERENCES

How to Write a Marketing Report | eHow.com http://www.ehow.com/how_5887707_write-marketing-report.html#ixzz2R74DDfku

Reporting Writing for Marketers | <http://www.slideshare.net/Noha76/sample-report-writing-for-marketers>

Sample marketing Reports | <http://samplemarketingreport.com/how-to-create-a-marketing-report-sample-marketing-reports/>

Writing, Referencing & Avoiding Plagiarism | <http://www.nuigalway.ie/wrap/page/view/13/>

Structuring your report, retrieved from
<http://www.reading.ac.uk/internal/studyadvice/Studyresources/Essays/sta-structuringreport.aspx#sections>, [accessed April 21, 2013].