

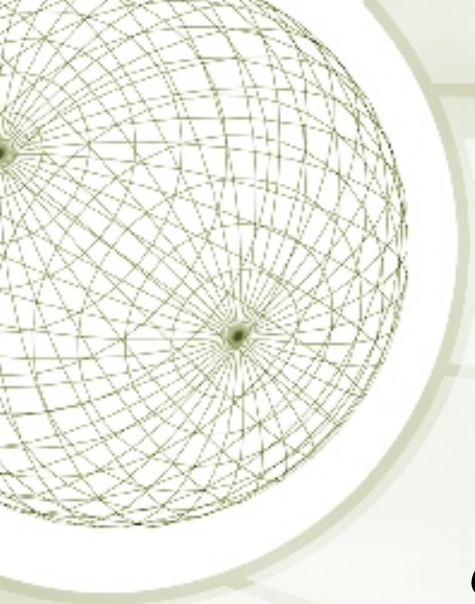
# *Graduate Research Seminar*

IUM, September 2006

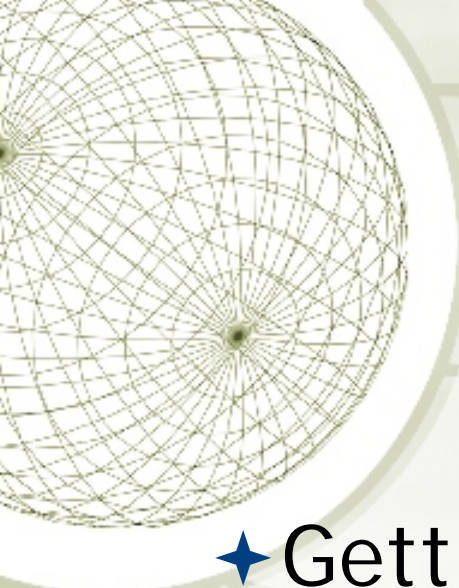


# *Outline*

- ★ Planning.
- ★ Execution:
  - ✦ Databases.
  - ✦ Getting the best out of the internet.
- ★ Write-up:
  - ✦ Citation.
  - ✦ Bibliographies.

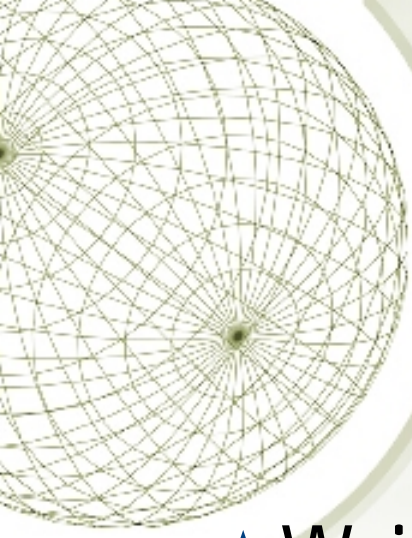


# *Session 4: Write up*



# *Writing your report*

- ◆ Getting started.
- ◆ Style.
- ◆ Structure.
- ◆ Content.



# *Getting started*

- ★ Write as you research.
- ★ Write the background right now!
  - ★ Definition of terms.
  - ★ Industry/company history.
  - ★ Problems/opportunities.
  - ★ Facts that you know.

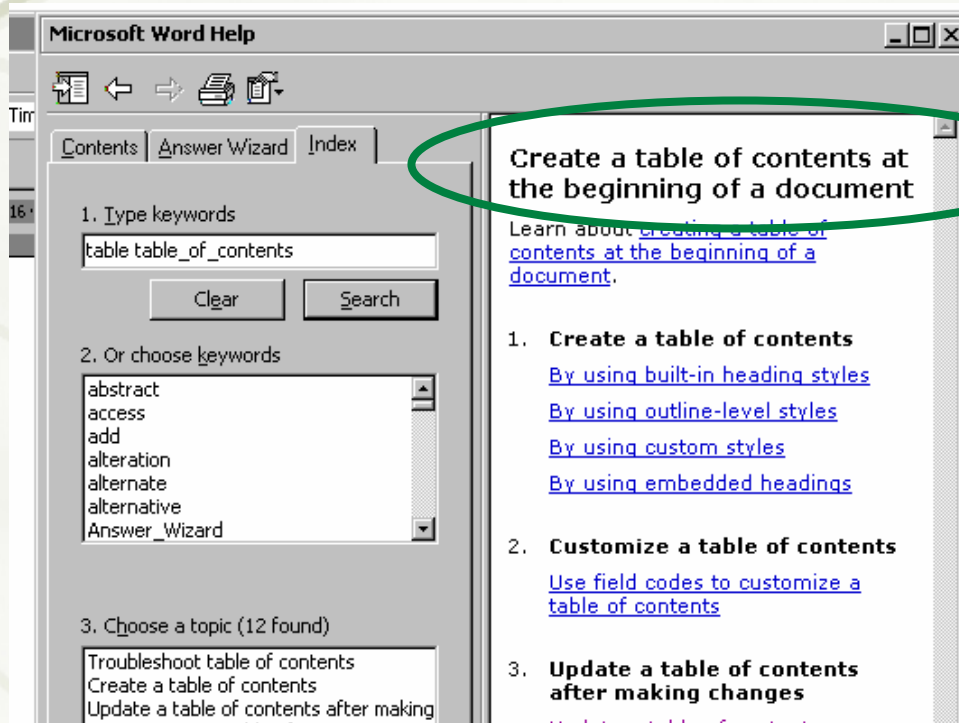


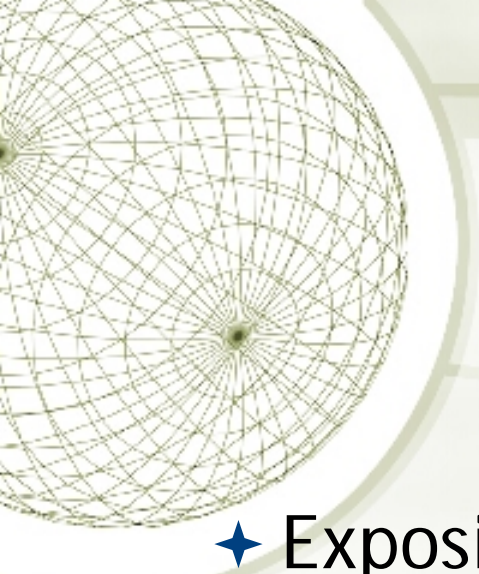
# *Getting started: tips*

- ★ Create time for writing.
  - ✦ When are you most creative?
- ★ Find a regular writing place.
  - ✦ What distracts you?
- ★ Set goals and rewards.
- ★ Get to know your word processor.
- ★ Generate a plan.
  - ✦ Outline table of contents.

# *Table of contents*

Make use of your word processor.





# *Writing styles*

## ◆ Exposition:

- ◆ Combines description and explanation.
- ◆ Overview, detail 1, detail 2, conclusion.

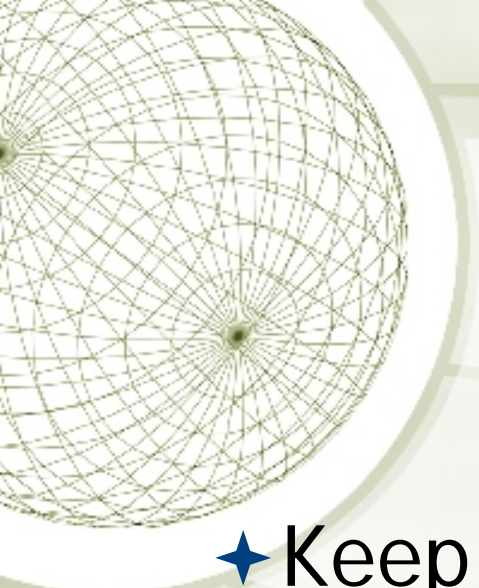
## ◆ Narrative:

- ◆ Tells a story.
- ◆ Beginning, first, and then, conclusion.

## ◆ Argument:

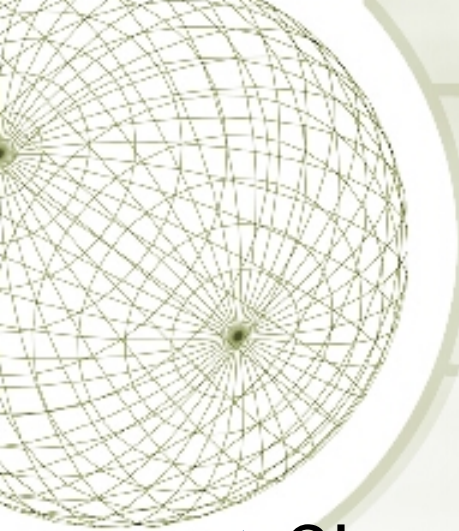
- ◆ Presents a point of view and reasons.
- ◆ Proposition, pro, contra, conclusion.





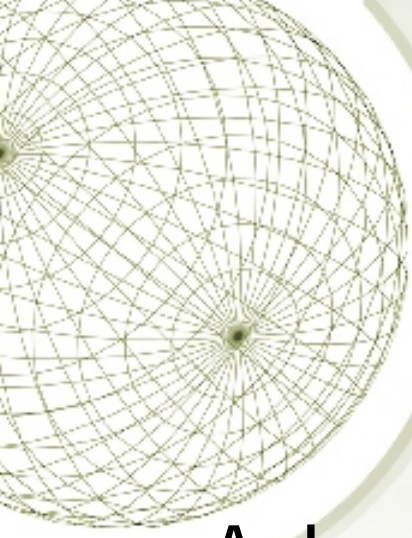
# *Writing style*

- ◆ Keep it clear and simple.
  - ◆ Simple sentences.
  - ◆ Avoid jargon.
  - ◆ Beware of using large numbers of quotations.
- ◆ Check spelling and grammar.
  - ◆ Don't rely on your word processor.



# *Structure: extracting information*

- ★ Chapters, headings, sub-headings.
  - ★ Use your word-processor.
- ★ Previewing and summarizing chapters.
- ★ Use tables and graphs.
  - ★ Introduce the visual data before it appears.



# *Structuring your report*

Acknowledgements.

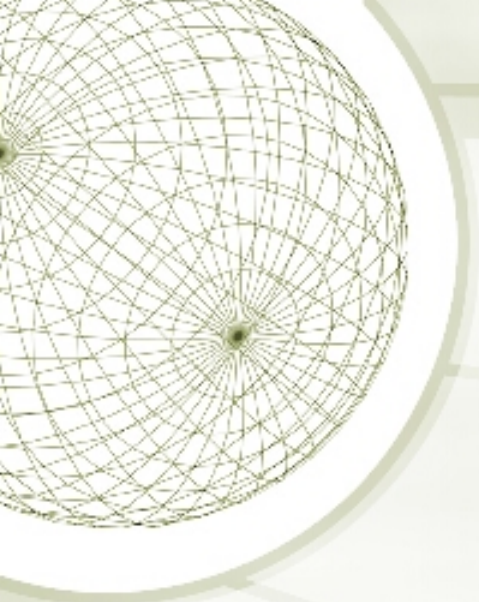
Executive summary.

Table of contents.

Report.

References.

Appendices.



# *Preliminaries:*

Title, acknowledgements,  
executive summary, table of  
contents & introduction



# *Title*

- ★ Creative.
- ★ Informative.
- ★ Self-explanatory.
- ★ Interesting.



# *Acknowledgements*

- ★ Acknowledge the people who helped:
  - ◆ Faculty advisors.
  - ◆ Business people who have given you help.
  - ◆ Organisations who have supplied information.
  - ◆ Friends who help proof read.
  - ◆ Others.....



# *Executive summary*

- ◆ Conveys the same emphasis as the report.
  - ◆ The key points.
- ◆ Keep it short:
  - ◆ Two sides of A4 paper.
- ◆ Must be self-contained.
- ◆ Meets the needs of the reader.
- ◆ Should be objective, precise, easy to read:
  - ◆ Use your table of contents as an outline.



# *Table of contents*

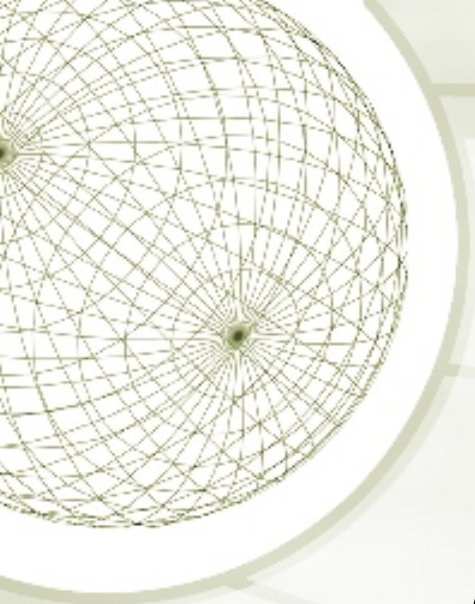
- ★ Introduction.
- ★ Body of the report.
- ★ Conclusion.
- ★ References/bibliography.
- ★ Appendices.





# *Introduction*

- ★ The shortest and most important chapter:
  - ★ Main research concern.
    - ★ Market definition.
  - ★ 'Route map' through the report.



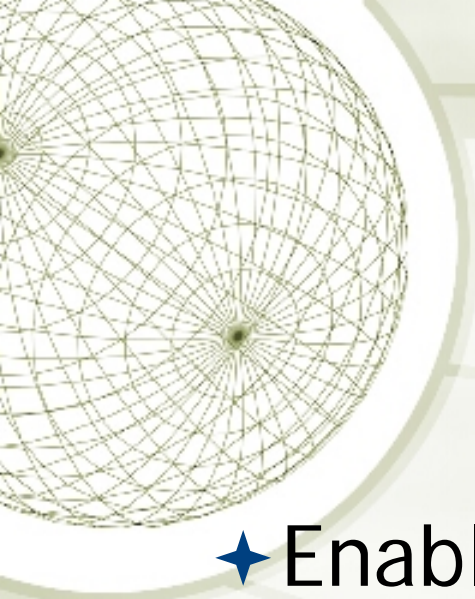
# *Body of the Report*

Analysis, Methodology, Results,  
Conclusion & Discussion



# *Body of the report*

- ★ Detailed analysis of individual aspects of the subject.
  - ★ Suppliers.
  - ★ Competitors.
  - ★ Buyers/intermediaries/consumers.
  - ★ Business environment.



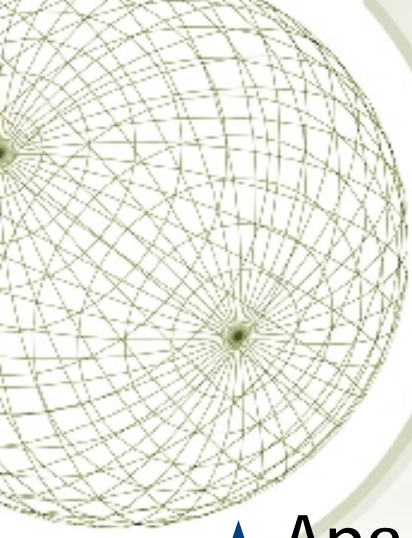
# *Methodology*

- ★ Enables the reader to estimate the reliability and validity of your methods.
  - ★ Research setting.
  - ★ Research participants.
  - ★ Materials used.
  - ★ Procedures.



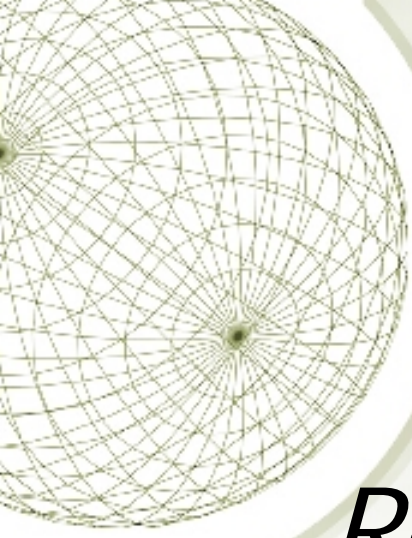
# *Results*

- ◆ Straightforward to write.
- ◆ Report the *facts* your research discovered.
- ◆ Quantitative approach:
  - ◆ Include tables and charts to illustrate your findings.
- ◆ Qualitative approach:
  - ◆ Include verbatim quotes from interviewees.



# *Conclusion: analysis and discussion*

- ◆ Analysis and discussion.
- ◆ Consideration of findings in light of existing knowledge.
- ◆ Limitations of your study.
- ◆ Recommendations.
  - ◆ Demonstrate your insight, originality of thought.
  - ◆ Make judgements.



# *Referencing, Citation & Bibliography*

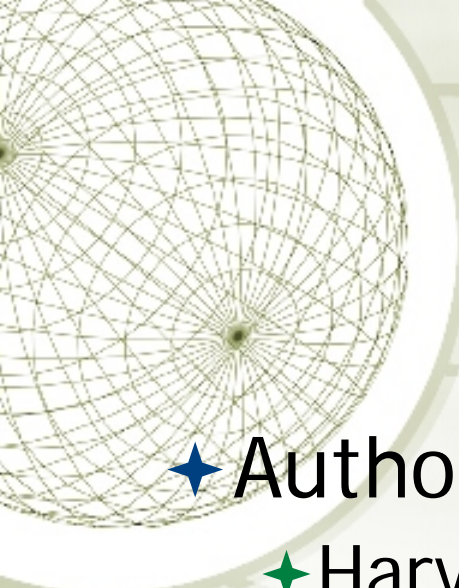


# *Why do we use references?*

- ★ Intellectual property.
  - ◆ Access.
  - ◆ Economy.
  - ◆ Standardization.
  - ◆ Transparency.

Source: Neville, C. (2006) References and bibliographies. Bradford: University of Bradford School of Management. [Online] Available at [www.brad.ac.uk/acad/management/external/els/pdf/refandbib.pdf](http://www.brad.ac.uk/acad/management/external/els/pdf/refandbib.pdf) (Viewed 24 Sep. 2006)





# *Citation styles*

- ★ Author/date:
  - ◆ Harvard.
  - ◆ APA.
- ★ Author/page number.
  - ◆ MLA.
- ★ Footnotes or endnotes.
  - ◆ Chicago.
  - ◆ Vancouver.



# *'Author/date' styles*

- ◆ Harvard.

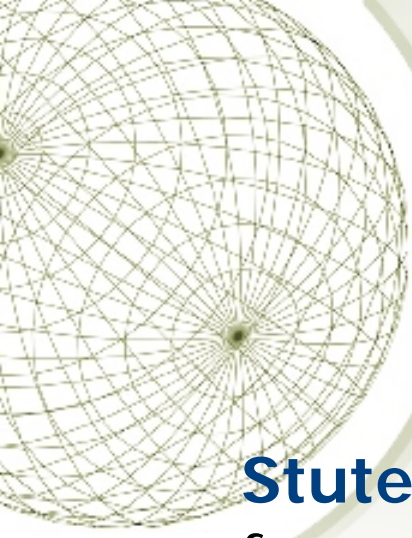
- ◆ <http://www.leedsmet.ac.uk/lskills/open/sfl/content/harvard/index.html>

- ◆ [www.brad.ac.uk/acad/management/external/els/pdf/refandbib.pdf](http://www.brad.ac.uk/acad/management/external/els/pdf/refandbib.pdf)

- ◆ APA.

- ◆ Check out other styles at:

- ◆ <http://www.aresearchguide.com/styleguides.html#7>



# *Harvard in-text citation*

**Stutely (2002)** states « there is no unique formula for preparing a business plan ».

According to **Stutely (2002)**, business plans cannot be written using a single, standard method.

A single, standard method for writing a business plan does not exist (**Stutely 2002**).



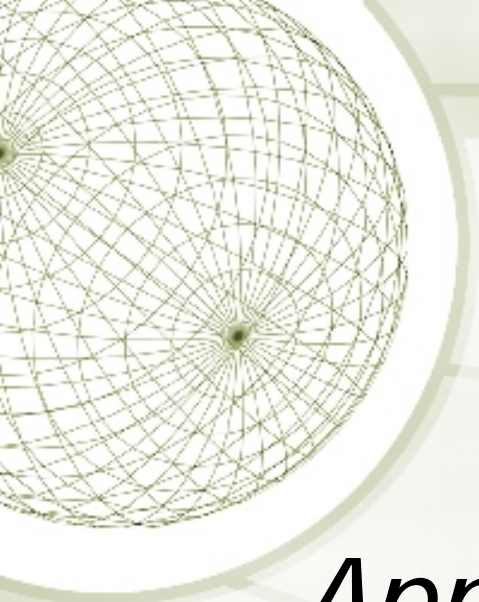
# *Harvard bibliography*

- ★ Stutely, R. (2002) *The definitive business plan: the fast-track to intelligent business planning for executives and entrepreneurs*. 2<sup>nd</sup> ed. London: Pearson Education.
- ★ List in alphabetical order by last name of author.

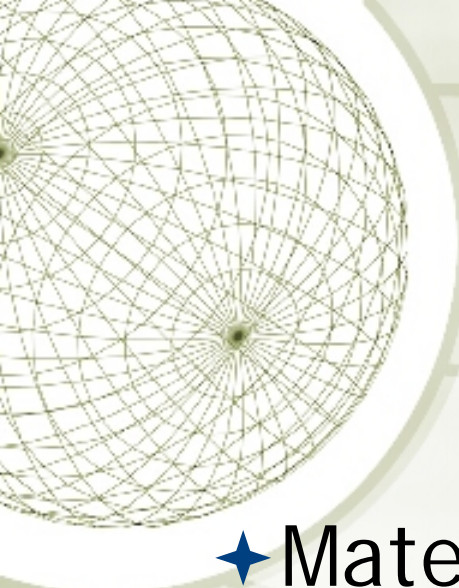


# *Referencing*

- ◆ You won't be able to remember the correct format for all sources.
  - ◆ Buy a manual.
  - ◆ Use a reliable website.
- ◆ Check your programme requirements:
  - ◆ MBA/MScLGS/MScFE
- ◆ Start your bibliography NOW!
  - ◆ It will be tedious and time-consuming if you leave it until the end.



# *Appendices & Final Draft*



# *Appendices*

- ★ Material that is «interesting» but not «essential».
- ★ Don't use appendices to pad out your report.
- ★ Include blank copies of questionnaires, interview or observation schedules.
- ★ Glossaries if necessary.



# *Finished at last?*

- ◆ Don't rely on the first draft:
  - ◆ Check the structure, the coherence.
- ◆ Don't rely on the second draft:
  - ◆ Check the spelling, punctuation, formats, grammar, captions.
- ◆ Continually revise the text:
  - ◆ Check, check and check again.
- ◆ Get colleagues and friends to read sections.