

Instructions for the project report

1. Overview

The project report is the ultimate deliverable of the project and thus should contain all relevant information. It must be fully understandable on its own (i.e., to an outside reader who has not read your project plan). It needs to be an integrated whole rather than a collection of individual pieces. It should follow a logical structure and avoid unnecessary repetition. The maximum length is 20 pages (see further instructions on format below).

You will submit four versions of the report: v1, v2, v3 and final report.

- Draft report v1 (incl. data collection)
- Draft report v2 (incl. analysis)
- Draft report v3 (complete draft)
- Final report

Each version should iteratively improve the previous version.

- All of these should contain all sections outlined below (first and second-level headlines)
- For building the v1 version, take the answers from the project plan (see numbering!) and modify them based on the feedback and based on what you have learned in the mean-time
- For each iterative version, you can also leave some sections empty if you don't have the content yet, but the v3 must have content in all sections!
- For every new version of the report submitted, make sure to have modified the content (e.g., a refined understanding of the business problem from your data collection and analysis)!
- The iterations can contain bullet points, but all content that you have at the time of submission must be included

Please note, that in addition to the report, you need to prepare a concise slideset for presenting the key contents of the report. In each submission round you will submit both the report and the slideset. Use the slideset to present the results in the beginning of each feedback session. Slideset is also a way for you to present your results for the client company. Please see the introductory lecture slideset to understand how each submission affects your grading.

2. Contents

Make sure that you build on and use your answers from the project plan when writing the first version of the report. Use the following outline for the report. Follow the high-level structure (all underlined items, headings 1-4 for the core of the report), but you do not need to follow the structure below them exactly (the bullet points give an indication of the essential aspects to cover, so make sure they are there).

Cover page

- See Appendix 1 at the end of this document (do not include student numbers!)

Executive summary

- A one page summary of your project report that briefly summarizes the key issues (covering all the aspects below), that is the content of the report should be understandable from reading the summary alone (for the template see Appendix 2 at the end of this document)

Table of Contents

1. Business problem, research question and scope

- A. Description of the business problem
 - overview of relevant background (also include a short description of the client company)
- B. Research question(s)
 - here make sure the link to the business problem is clear
- C. Scope of the project
 - be clear about what is covered and not covered by the project

2. Study design

- A. Overview of the study design
 - a. make sure to give an overview of the process: overall timeline, phases/stages incl. how they are connected
- B. Sampling and data collection
 - a. Sampling of informants, including justification (why these)
 - i. an overview table (e.g. listing interviewees with key information) may be useful
 - ii. address biases, e.g., representativeness
 - b. Type of data collected, collection method/process (e.g., interviews, surveys, focus groups, ...)
 - i. also include here an overview of the type of information sought (e.g., questions asked) and be clear why this information is important
- C. Data analysis
 - a. Analysis methods (e.g., qualitative, quantitative)
 - b. Description of the analysis process
 - i. you can include an example for results of analysis here to illustrate, but make sure to separate the description of analysis methods from reporting the results of the analysis (which belongs to chapter 3)
- D. Overview of relevant literature and/or frameworks (if applicable)
 - a. make clear how they are used in setting up study and/or in analysis and drawing conclusions
 - b. you can change the order of the sub-chapters and present literature and frameworks before sampling/data collection and analysis if you need to refer to them in these sections

Use appendix for additional relevant information (e.g., interview outlines)

3. Results

- This is the core of your report and contains your key findings
- Use subsections (numbered A, B, ...) based on what makes sense for you
- Include a sub-section titled summary as the last sub-section of this section (numbered appropriately)
- The results should report the essential insights you gain from the analysis of the different types of data sets you have collected
 - Make sure this chapter has a logical structure that a reader can follow
 - if you have multiple research questions or sub-questions, or if there clearly are multiple issue (e.g., as evident from your study design) you may want to use these as the overall structure of the results section
 - Sometimes it is useful to start by providing a description of the data (e.g., when you have multiple cases or types of informants, you can describe each before you analyse and compare them)
 - Back up your results with facts (e.g., show quotes or figures)
 - But make sure to go beyond a description of the data you have generated
 - don't just report figures/averages or list quotes from interviews, instead analyse and synthesize, think of what the information means, what is related to what, and always think of the why question
 - Results are not a transcription of everything you have found out (e.g., what informant A and B had said), but they contain the key evidence and synthesis, which you use to answer you research questions
 - Use tables and figures for illustration, but make sure to link them in the text
 - don't use them excessively, you can put all additional analysis into an appendix (but the results section must be self-contained, so all tables and figures referred to must be included there)
 - Make sure the results relate to research question(s): report what is relevant (and leave out what is not relevant!)
- Provide a summary sub-chapter, which provides a relatively brief and concise summary of your results
 - Your results should allow you to draw conclusions and serve as basis for recommendations

4. Conclusions and Recommendations

A. Recommendations

- Concrete recommendations (action plan) for the client company to solve the business problem (here build on and link to insights from the results section)
- Assessment of scope (were all problems solved and did the project reach its objectives?)

B. Limitations and further studies

- Validity and generalizability of the results and the conclusions
- Future research proposals: what should be studied next?

References

- List all references in alphabetical order. Use Harvard Referencing style, see e.g.,: <http://www.citethisforme.com/harvard-referencing>

Appendices (as relevant)

- Examples of questionnaires, answers, detailed descriptions of quantitative methods, extra analysis (tables, figures, etc.), etc.
- Max. 2 page summary how you have addressed the feedback from the instructor and the opponents.

3. Formatting

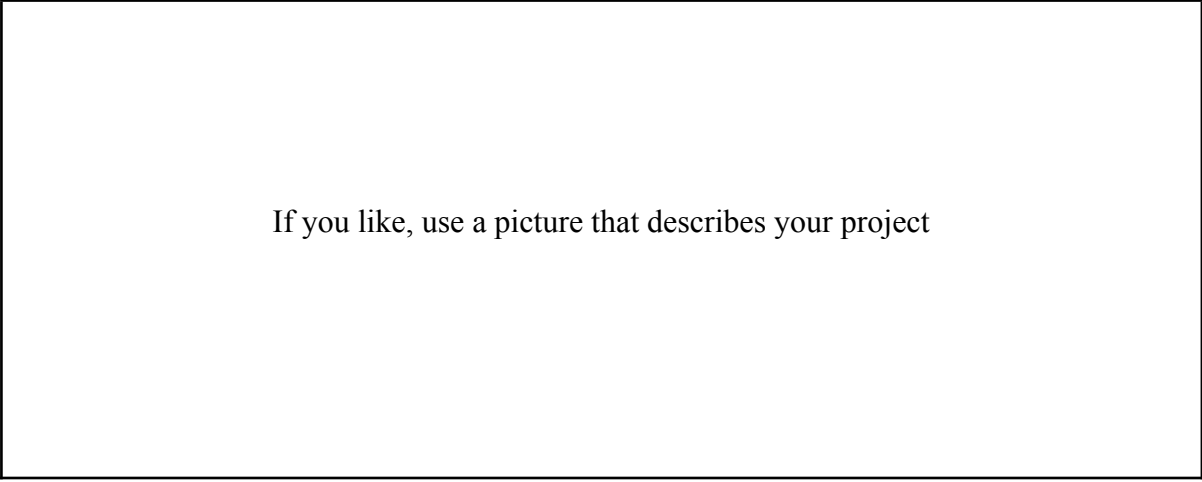
- Use cover page and executive summary templates (see Appendix 1 and 2 at the end of this document)
- Times New Roman font size 12 / Line spacing 1.5
- Length of final report no more than 20 pages excluding cover page, executive summary, appendices, references
- Numbering of headings as above (hierarchical, e.g., 1, 1.A, ...); for results section use your own headings
- Page numbers
- Tables and figures (with number and description below)

Appendix 1: Template for cover page final report

TU - C2040 Strategy Fieldwork

Final Project Report

TITLE (max. 2 lines)



If you like, use a picture that describes your project

Name of client company: xxx

dd.mm.yyyy (date of submission)

Group X

List of names of group members

Appendix 2: Template for executive summary

Authors:	List of names of group members	
Title:	??? (same as on cover page)	
Date:	dd.mm.yyyy	Number of pages: x
<p>Executive Summary</p> <p>Length of the executive summary should be around 200 – 300 words.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p>		
Key words (max. 5)		