UWTSD MBA (Nov 2019 intake)
BMMB7006 Global Business Challenges
(2-2)

Tutorial 1:
Writing an analytical report

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12 January 2020; 2:00 am to 6:00 pm

Lecture Agenda

- Overview of Research Methodology
- Research Process
- Guidance for Writing an Analytical Report

Overview of Research Methodology

The scientific method

It refers to the entire cycle of induction, deduction and Verification

- Induction: A process of reasoning from particular observations to general conclusions.
- Deduction: A process of reasoning from general assumptions or statements to particular conclusions.
- Verification: To verify the conclusions by returning to the original facts and seeing whether the occurrences and predictions are correct.

Why Do Research?

- Summarizing what is known in a field
- Contributing to knowledge on a topic
- Solving a problem/puzzle
- Weighing in on a debate

Nature of research

(1) Research is not an accidental discovery

Because:

- an accidental discovery may occur in structured research process
- it usually takes the form of a phenomenon not previously noticed
- it may lead to a structured research process to verify or understand the observation

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(2) Research is not data collection

Because:

- data collection is only an intermediate step to gain reliable knowledge
- collecting reliable data is part of the research process

(3) Research is not searching out published research results in libraries or the Internet

Because:

- information search is only an important early step of research
- the research process always includes synthesis and analysis
- but, just reviewing of literature is not research

Research is…

1. Searching for explanation of events, phenomena, relationships and causes
   - What, how and why things occur
   - Are there interactions?

2. A process
   - Planned and managed – to make the information generated credible
   - The process is creative
   - It is **circular** – always leads to more questions

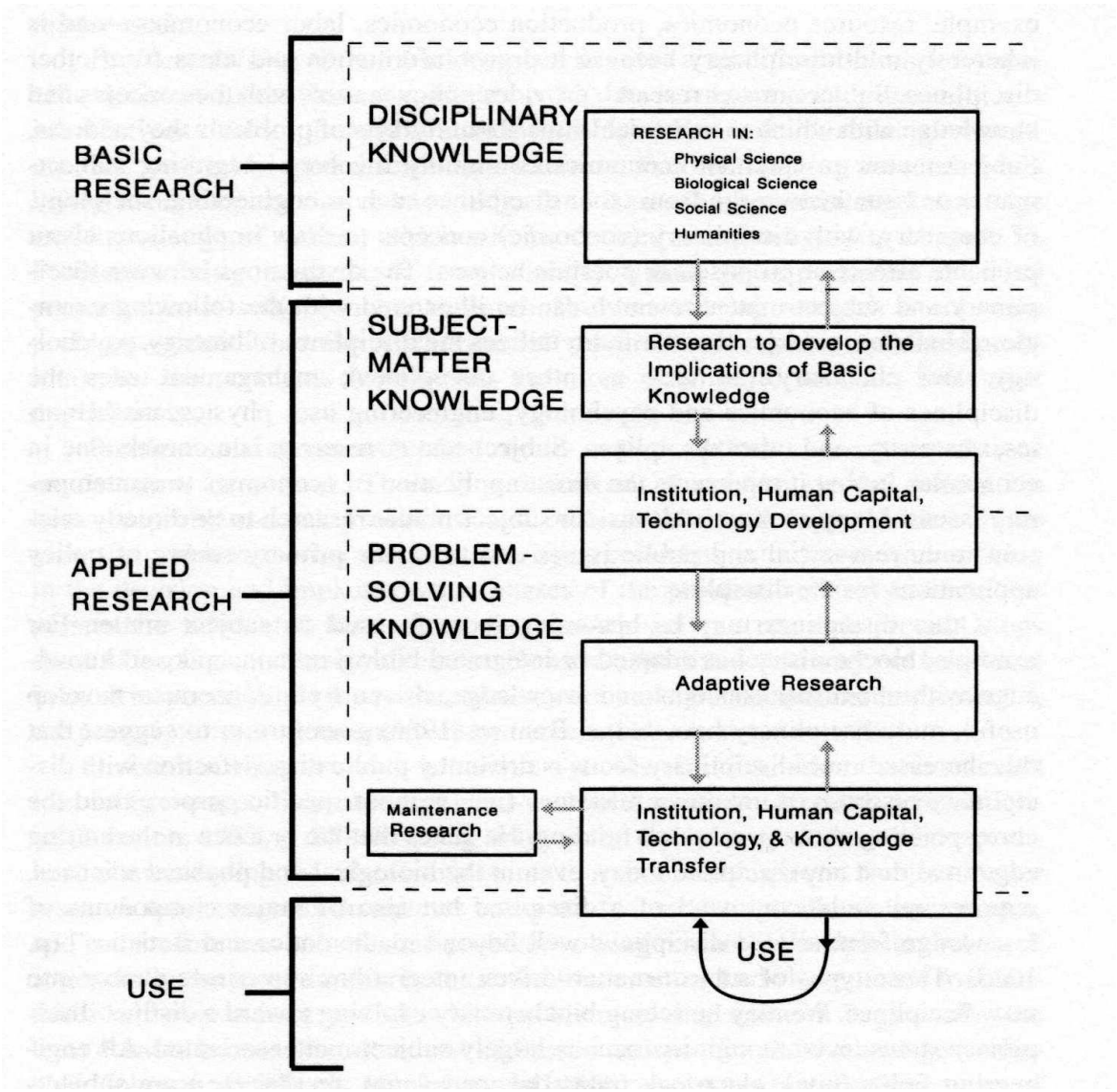
It is worth noting that:

- All well designed and conducted research has potential application.
- Failure to see applications can be due to:
  - Users not trained or experienced in the specialized methods of economic research and reasoning
  - Researchers often do not provide adequate interpretations and guidance on applications of the research
- Researchers are responsible to help users understand research implications

Four types of purposes for research

- Exploratory—finding out what is happening, seeking new insights and generating ideas and hypotheses for new research.
- Descriptive—portraying a situation or phenomenon.
- Explanatory—seeking an explanation of a situation or a problem, mostly but not necessary in the form of a causal relationship.1
- Improving—trying to improve a certain aspect of the studied phenomenon

Types of business research



Research Process

From Questions to Answers

The Research Process

Research = Stating a question & seeking its answer

Evaluating a question and answer previously considered by others;

Meta-study: a systematic method that takes data from a number of independent studies and integrates them using statistical analysis; and/or

Discovering new knowledge – knowledge is the interpretation of facts (data).

Research Questions

1. What question(s) are you asking in this research?

   For example: What has happened? What has been done? Why people did it? Why they did not do it? How did they do it?

2. Why are the question(s) important?

   Convince us that

   a. no one has yet answered them satisfactorily; and
   b. answering these questions is important for understanding the real world and/or formulating policy.

3. What answers do you expect to find (hypotheses)?

   Suggest at least two alternative answers: in other words, if only one answer is possible, there is no point doing the research!

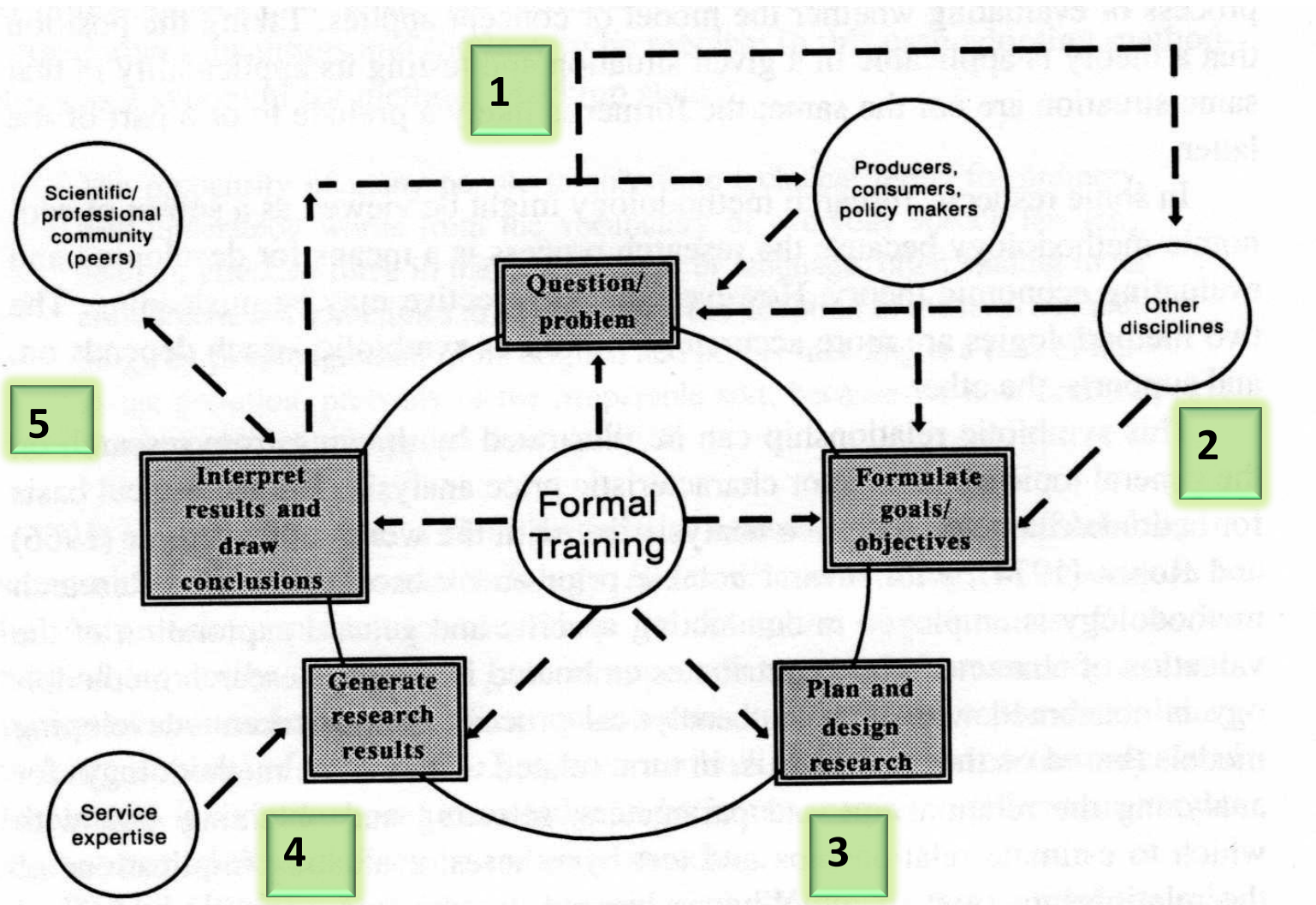
Finding a Research Problem (question)

- Start with a general area of interest & refine to a research question.
- What interests you?
  - Personal experience, topics from classes, or current events
- Would this interest others?
- What have others done?
  - Extend it, or do it in a different setting.

A Generic Research Process

1. Choosing a research topic, main research issues and questions
2. Conceptualization: literature review, research framework/ model/theory (optional)
3. Choice of Research Methodology
4. Data Collection:
   a. Primary data – Census or sample survey (optional)
   b. Secondary data – Official and/or other publicly available data
5. Data Processing and Analysis (optional)
6. Summary of results
7. Application: discussion & implications

The process of business research



Guidance for Writing an Analytical Report

Steps in doing a research project

1. Define the research theme that you want to work on.
   (Common mistakes include trying to deal with too many research problems and/or not limiting the scope of the investigation)
2. State your questions/ formulation of hypotheses
   (This could be in the form of one or two major questions or objectives and several sub-objectives within those major categories.)
3. Background research (i,e., results from similar studies)
   - Think about how your research theme fits in with previous work.
     (Develop an initial reference list that covers the major topics important to your thesis question.)
   - What new and different angle can you investigate?
4. Methods and Logistics
   (How are you going to accomplish your objectives?)

5. Collecting data/information.
   - Define data variables
   - Collect the dataset
6. Analysis of collected data/information.
   - Reporting.
   - Formal style.
   - Use cautious language.
   - Avoid subjective or emotive language.
   - Writing in the third person.
   - Be precise not vague.
   - Use evidence - be critical.
   - Referencing and bibliographies.
   - Use correct punctuation and grammar.

The report format guideline

- Use Harvard formatting throughout your paper. For details, please see
  https://www.wales.ac.uk/en/OnlineLibrary/StudySkills/ReferenceStyles.aspx
  https://libweb.anglia.ac.uk/referencing/harvard.htm
  https://libweb.anglia.ac.uk/referencing/files/Harvard_referencing_201718.pdf

- The report should be typed on A4 size sheet of paper using Microsoft Word in 12-point type Times New Roman font with at least 2 centimetre space at each edge, and pages numbered.

- Except using single line spacing for graphs, tables, footnotes, and the reference list, please use 1.5-line spacing for all material in the manuscript.
- Please ensure the figures and the tables are placed above or below the relevant text in the manuscript, and the corresponding caption should be placed directly above the figure or table.
- Section headings should be numbered in Arabic numerals (1, 2, 3, etc.) while sub-section headings should follow the double numeration system (1.1, 1.2, etc.). All headings are to be left-aligned and in bold and should appear on their own separate line.
- Abbreviations should be fully spelled out in parentheses the first time that they are used in the text.
- Please try to use your own words and ideas based on research rather than copy and paste other's words from the internet.

The assignment submission should include:

Title:

Challenges of a Large Consumer Goods Manufacturing Company to Expand Operations in India

(or other emerging market in Asia (including China, India, Indonesia, Malaysia, Pakistan, Philippines, Thailand, and Vietnam)

Cover Page

- It should include programme name, module name, project title, student names and ID number, and Date of Submission.

Synopsis

- It should contain a brief highlight of the key issues or problems that will be described in this report; and
- It should convince readers why this report is worth reading.

1. Introduction

- It should include the objective(s) of the project, methodology, significant findings, and major recommendations.

2. Company background (About 1000 words)

3. Country background (About 1000 words)

4. Analysis and discussion (About 2000 words)

- You should provide argumentation to support your opinion; and
- apply the knowledge and analytical skills learnt in the course to justify your arguments.

5. Conclusion and recommendations (About 300 words)

- You should synthesize the research findings in order to arrive at a concise and meaningful conclusion; and
- make recommendations relating to the problems that you have investigated.

References

- Source business journals, periodicals, and textual references as well as any online research.
- Make sure you support your ideas with facts and figures.
- All references mentioned in the Reference List are cited in the text, and vice versa
- An alphabetical CITATION LIST using Harvard referencing style.

Appendices (If any)

- All charts, financials, visuals, and other related items can be placed here and referenced in the report.
- If there is more than one appendix, they should be identified as A, B, etc.

Thank You
for
Your Attention!