

BMGM6000

Analysis and Review of Operation Process

Week 4 – Report Workshop

Jemma Smith

Programme Manager - Lecturer

How to Write a Good Undergraduate Report

What is a Report?

- A report presents information clearly and logically for a specific purpose.
- It analyses a problem, presents evidence, and gives conclusions or recommendations.
- Unlike essays, reports use structured sections and headings.

💡 **Ask: 'What does my reader need to understand or decide after reading this report?'**

Typical Report Structure

1. Title Page – report title, name, date, course.
2. Executive Summary – short summary of purpose, methods, findings, conclusions.
3. Contents Page – list of sections and page numbers.
4. Introduction – background, aims, and scope.
5. Methodology – how data or information was collected.
6. Findings/Results – what you discovered.
7. Discussion – interpret and analyse findings.
8. Conclusion & Recommendations – key insights and next steps.
9. References – list of sources used.
10. Appendices – extra supporting materials.

Planning Your Report

- Read and analyse the assignment brief carefully.
- Identify the purpose and audience of your report.
- Brainstorm and outline main sections.
- Gather information from credible academic and professional sources.
- Plan your time for research, writing, and editing.

Don't Rush!!!

Writing Clearly and Effectively

- Use headings and subheadings for clarity.
- Write concisely and objectively.
- Use evidence to support every claim.
- Avoid repetition and keep paragraphs focused.
- Use third person and past tense unless told otherwise.

Critical Thinking in Reports

- Go beyond description – interpret and evaluate evidence.
- Compare different viewpoints and theories.
- Question the quality and reliability of sources.
- Connect theory to practice in your analysis.

💡 Show judgement and reasoning in your conclusions.

Presentation and Formatting

- Use a clear, professional layout (e.g., Calibri or Arial 12pt, 1.5 spacing).
- Add page numbers and consistent headings.
- Use visuals like tables and charts when helpful.
- Proofread for grammar, punctuation, and formatting errors.

Reviewing Your Work

Before submitting, ask yourself:

- Does it meet the assignment brief and marking criteria?
- Are arguments logical and supported by evidence?
- Are sources properly cited and referenced?
- Is the report easy to follow for someone new to the topic?

✓ **Final tip: Give yourself time to review, edit, and polish your report!**

Critical Thinking for Level 6 Success

What Is Critical Thinking?

- The ability to think clearly and rationally about what to believe or do.
- Involves questioning ideas and evidence instead of accepting them at face value.
- Why it matters: Higher-level assignments require analysis, not just description.

💡 **Ask yourself: “Am I thinking, or just agreeing?”**

Key Skills in Critical Thinking

- Analysis – breaking information into parts.
- Evaluation – judging reliability and relevance.
- Reflection – considering your own biases.
- Reasoning – linking ideas logically.

Activity: Which of these do you use most when writing?

From Description to Analysis

Descriptive writing: 'The study shows that stress affects students.'

Analytical writing: 'The study suggests stress affects students, but the sample size limits generalisation.'

Task: Spot the difference — which shows critical thinking?

Questioning and Evidence

- Ask deeper questions: Who? Why? What if? How else?
- Challenge assumptions and look for alternative explanations.

Quick challenge: Turn this claim into a critical question.

‘Social media harms learning.’ → ?

Building an Argument

- Structure: Claim → Evidence → Reasoning → Conclusion.
- Example: 'Online learning improves flexibility (claim)... supported by survey data (evidence)... which suggests students manage time better (reasoning).'

Discussion: What makes an argument convincing?

Common Pitfalls

- Accepting sources without question.
- Overgeneralising from limited data.
- Ignoring bias or alternative perspectives.

Mini Quiz: Critical or not critical?

Applying Critical Thinking in Assignments

- ✓ Use evidence critically, not just descriptively.
- ✓ Plan, write, and review with evaluation in mind.
- ✓ Reflect on how your own views shape your work.

Reflection: How will you show critical thinking in your next assignment?
Level 6 = Level Up Your Thinking!

Scenario

A new high-end restaurant in Cardiff is deciding whether to focus on locally sourced, seasonal ingredients or globally inspired dishes that require imported products. The management claims that global ingredients offer variety and creativity, while local sourcing supports sustainability and community identity.

As a gastronomy professional, you've been asked to present a short position statement advising the restaurant on the most ethical and commercially viable approach.

Task

1.Analyse both approaches using critical thinking frameworks (e.g., ethical reasoning, cost-benefit analysis, sustainability principles).

2.Evaluate the credibility of arguments for each side — consider environmental, cultural, and economic factors.

3.Conclude with a justified recommendation, supported by evidence and reasoning.