

LCBB4000 ACADEMIC SKILLS

ACADEMIC REPORT

Task 1:

Produce an evaluative management report on a relevant management/study topic.

Students are required to gather published literature relating to their chosen topic. The literature should be credible and current. Students will analyse the literature to produce an evaluative management report on the topics, the production of which will include a fully referenced paper with not less than 3 academic references in Harvard

Referencing Style.

Prepare an **academic report** that discusses **one** of the following topics:

1. Effective online study methods
2. Using online platforms for meetings
3. Online collaborative working
4. Effective ways to communicate with customers online
5. Team building strategies when working remotely
6. Coordinating teams and projects online
7. Apps to increase interactivity during online learning

Understand the Task and how to approach it

1. The most important step in assignment writing is making sure you understand the task.
2. You need to understand the 'question' or 'process' words – and pay close attention to the 'content' words.
3. Choose a management topic (e.g., Communicating with customers online); consider narrowing down the focus (e.g., the impact of bots on communication); search for and retrieve relevant sources on the topic; read the material and uncover the key issues
4. You are now ready to start writing

SAMPLE REPORT STRUCTURE (USING Effective ways to communicate with customers online AS EXAMPLE)

Title/Cover Page

- Clearly state the topic title and other relevant information (your name, student number) on the cover sheet

Introduction

- Sets the scene by discussing/elaborating on the context of the report (e.g., what is effective customer communication; why is it important for business/management; flag up that it is important to understand how effective communication affects a business' image)
- Introduces the main purpose/objective of the report
- Outlines how the report is structured (the different parts of the report)

Understanding customer communication and its impact on business image

- Start with a brief overview of what you have done to develop the report here (e.g., that you accessed literature relating to your chosen topic from the library/google scholar; that the literature considered is current as you have focused on studies less than 10 years old etc; that the report is an evaluation of the topic using the relevant literature).
- Discuss the key issues from the literature, one at a time, using paragraphs that start with a Topic Sentence (e.g. "evidence from the literature suggest that effective communication impacts positively on business revenue in 4 main ways"), then back up with supporting sentences that explore that were introduced in the Topic Sentence...

An evaluation of the impact of effective communication for business productivity

- Your evaluation must systematically explore/appraise the merits, significance and/or implication of the key issues discussed.
- Evaluation points should be discussed using paragraphs (similar to how they are used in the last point in the foregoing section of the report)
- For instance, assuming the literature highlights benefits of effective customer communication using bots, a good Topic Sentence could start as follows: "Evidence from the literature highlights numerous benefits of effective customer communication using automation, albeit using bots may not necessarily have a positive impact for the customer")
- The supporting sentences that follow should develop the ideas implied in the main Topic Sentence (In this case, why effective customer communication using bots may not necessarily have a positive impact)

Conclusion

- Summarise key issues
- State and argue your conclusion - be clear on what it is you want the reader to accept as true, flagging up how this is supported by the evidence provided in the preceding sections.