

University Business Report

1. Title Page

- **Report Title:** "Business Report for [Course Name] – [Topic]".
- **Prepared for:** Name of the professor or department.
- **Prepared by:** Your name, student ID, and course name.
- **Submission Date:** The date of submission.
- **University Logo:** (Optional) Include the university's logo at the top.

2. Table of Contents

- List all sections with page numbers for easy reference

3. Executive Summary

- **Purpose:** Why this report was created.
- **Summary of Findings:** Key points from the analysis.
- **Conclusion:** Summary of key insights and takeaways.
- **Call to Action:** Recommendations, if applicable.

4. Introduction

- **Background:** Provide context about the topic.
- **Objectives:** State the research questions or objectives of the report.
- **Scope:** Define the limits of the analysis (period, market, focus areas, etc.).
- **Methodology:** How you conducted the research (interviews, surveys, case studies, etc.).

5. Findings

- **Summary of Research Results:** Present data, facts, and statistics collected during research.
- **Visuals:** Use of charts, graphs, and tables to support the findings.

6. Analysis

- **Data Analysis:** Explain the key points of the data.
- **Theoretical Application:** Relate your findings to the theoretical framework taught in class.
- **SWOT Analysis:** (Optional) Identify strengths, weaknesses, opportunities, and threats.

7. Discussion

- **What the Findings Mean:** Discuss the significance of the findings.
- **Real-world Implications:** How the analysis impacts the business world.

8. Conclusion

- **Summary:** Highlight the key takeaways of the report.
- **Research Questions:** Reiterate whether the objectives were met.
- **Future Scope:** Suggest areas for further research.

9. Recommendations

- **Action Steps:** Suggested actions or solutions.
- **Implementation Details:** Resources, timelines, and responsible parties.

10. Appendices

- **Additional Information:** Charts, raw data, interview transcripts, or extended details that support the main text.

11. References

- **Citations:** List of books, articles, and resources referenced in APA, MLA, or any required format.

12. Glossary (Optional)

- Define technical or industry-specific terms.