

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES  
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI –  
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MBA (Financial Management)**

- **Course Code: FMCC10/21**
- **Course Name : Business Research Methods**
- **Unit – V / Topic : Report Writing**
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# Scheme of Presentation

- Importance of Report Writing
- Types of Research Report
- Report Preparation
- Report Presentation
- Report Structure
- Report Formulation
- Guidelines for Effective Documentation
- Oral Presentation.

# Overview of Report Writing

- **Definition of Report Writing**

- "A formal document that presents information collected through research, analysis, and structured findings."

- **Purpose of Report Writing**

- Communicate research findings
- Provide recommendations
- Facilitate decision-making

# Importance of Report Writing

- **Why Report Writing is Important**
  - Essential for sharing insights with stakeholders
  - Enhances credibility and professionalism
  - Supports strategic decisions
  - Key in academic, business, and research environments

# Types of Research Reports

- **Classifications of Reports**

- Formal vs. Informal Reports
- Technical vs. Non-Technical Reports
- Business Reports (Annual Reports, Market Reports, etc.)
- Research-based Reports (Theses, Dissertations, Case Studies)

# Types of Research Reports (Cont.)

- **Specific Types of Research Reports**
  - **Descriptive Reports:** Present factual data without analysis.
  - **Analytical Reports:** Offer data analysis and recommendations.
  - **Progress Reports:** Track ongoing projects or research.
  - **Informative vs. Persuasive Reports**

# Report Preparation & Presentations

- **Steps in Report Preparation**
  - Defining Objectives
  - Gathering Information/Research
  - Organizing Data
  - Analysis and Interpretation
  - Writing and Structuring the Report

# Preparing the Report

- **Key Elements of Preparation**

- Clarity and coherence
- Appropriate tone and language
- Supporting evidence (charts, tables, references)
- Use of visuals to enhance understanding



# Report Structure

## Main Sections in a Report

- Title Page
- Abstract/Executive Summary
- Table of Contents
- Introduction
- Literature Review
- Methodology
- Results/Findings
- Discussion/Analysis
- Conclusions and Recommendations
- References/Bibliography
- Appendices (if needed)

# Report Formulation

## Key Aspects of Report Formulation

- **Purpose:** Understand the aim and audience of the report.
- **Scope:** Define the limits and focus of the report.
- **Content Planning:** Brainstorm key sections and layout.
- **Time Management:** Allocate sufficient time for research, writing, and revisions.

# **Guidelines for Effective Documentation**

## **Tips for Effective Report Writing**

- Be clear and concise.
- Use consistent formatting.
- Cite references properly.
- Avoid jargon and complex language.
- Use visuals to support data (charts, tables, graphs).
- Proofread and edit for accuracy.

# **Guidelines for Effective Documentation (Cont.)**

## **Common Pitfalls to Avoid**

- Overloading with information
- Lack of structure or flow
- Ignoring the target audience
- Errors in data presentation or referencing

# Oral Presentations of Reports

## How to Present a Report Orally

- **Preparation:** Know the content thoroughly.
- **Clarity:** Structure the presentation with clear objectives.
- **Engagement:** Use visuals (slides, charts) effectively.
- **Confidence:** Maintain eye contact and appropriate body language.
- **Conciseness:** Stick to key points and avoid information overload.

# Report Presentation Skills

## Improving Presentation Skills

- Practice delivering your message concisely.
- Use **visual aids** to reinforce key points.
- Anticipate questions from the audience.
- Maintain professionalism in tone and language.

# Summary

## Key Takeaways

- Report writing is a crucial skill in business and research.
- Different types of reports serve different purposes.
- Structured and clear reports facilitate better understanding.
- Effective documentation and presentations are essential for conveying research findings.

Thank You