Your Title Here

Student ID

Date YYYY

UNIVERSITY OF LAW BUSINESS SCHOOL

ABSTRACT

An abstract is a self-contained, short, and powerful statement that describes a larger work. Components vary according to discipline. An abstract of a social science or scientific work may contain the scope, purpose, results, and contents of the work. An abstract of a humanities work may contain the thesis, background, and conclusion of the larger work. An abstract is not a review, nor does it evaluate the work being abstracted. While it contains key words found in the larger work, the abstract is an original document rather than an excerpted passage.

You may write an abstract for various reasons. The two most important are selection and indexing. Abstracts allow readers who may be interested in a longer work to quickly decide whether it is worth their time to read it. Also, many online databases use abstracts to index larger works. Therefore, abstracts should contain keywords and phrases that allow for easy searching.

An Abstract is usually 100 to 200 words and should include the following:

- *why the report has been written (i.e. what question or problem is it addressing?)*
- *how the study was undertaken*
- *what the main findings were*
- *what the significance of the findings is.*

Be specific and precise so that the reader can get a good understanding of the main points without having to read the whole report.

The abstract should be on a separate page with the heading ABSTRACT in capitals. It is usually written in a single paragraph with no indentation.

Contents

List of Figures

List of Tables

List of Abbreviations

API	Application Programming Interface
B2B	Business-to-Business
B2C	Business-to-Customer
CRM	Customer Relationship Management
DM	Direct Message
GA	Google Analytics
SEO	Search Engine Optimisation
UI	User Interface
URL	Uniform Resource Locator

1.   INTRODUCTION

The Introduction has three main components.
1. **The Background** which describes events leading up to the existing situation, what projects have been done previously, and why the project or study is necessary.
2. **The Purpose** which defines what the project or study is to achieve, who authorised it and the specific terms of reference.
3. **The Scope** which outlines any limitations imposed on the project such as cost, time etc.
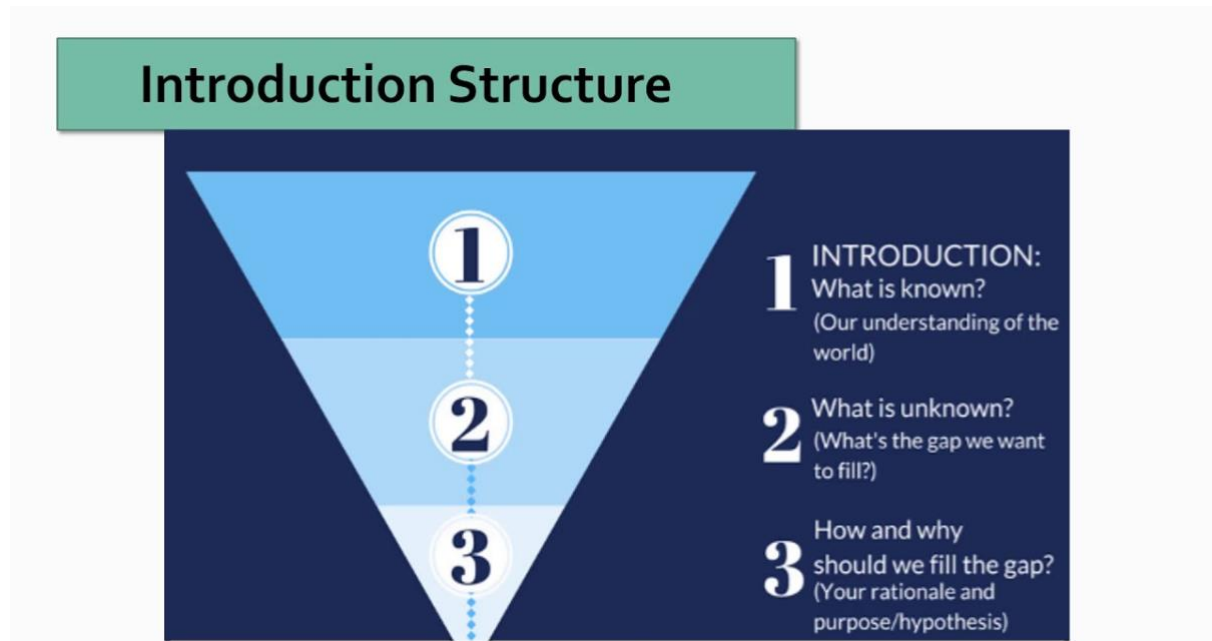Provide a clear introduction (Fig 1).

Figure 1: Introduction (Wordvice,2017)

This section aims at why the study has been taken up defining clearly the aim of the report. Any critical discussion on the background of the subject should be clearly discussed here.(Nemec and Chan 2017) Proper acknowledgement should be made to previous work. Sufficient references, such as a reader can gather should be used to achieve a sophisticated understanding of the context and significance of the question (Bendre and Thool 2016). An example of the steps of the coursework is provided in Fig 2.
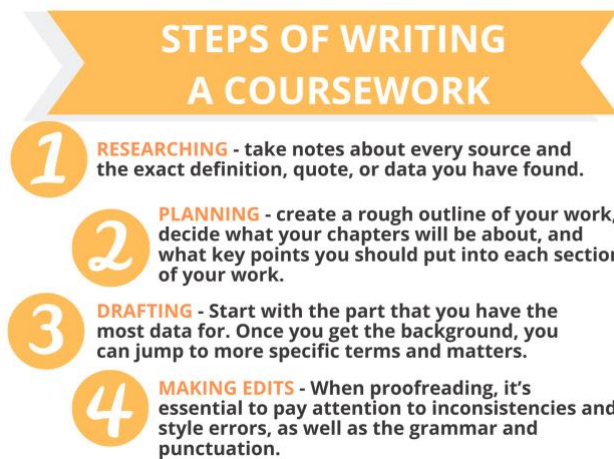
Figure 2: Just an Example

2.   Body

The Body varies according to the type of report. Basically, it answers the questions — Who? Why? Where? When? What? How? In an investigative report, it would consist of all the information required to convince the reader that the conclusions and recommendations are valid/reliable (Vel'asquez, Munoz-Arcentales, and Salvach'ua 2019). This information must be presented in a systematic way.

2.1   Case Study 1

The number of paragraphs in the body depends entirely upon how many points you want to cover. Also, how you want to cover them .

2.1.1   Provide a brief background

2.1.2   Solution – with the analysis of literature

2.1.3   Conclusion

2.2   Case Study 2

The number of paragraphs in the body depends entirely upon how many points you want to cover. Also, how you want to cover them .

2.2.1   Provide a brief background

2.2.2   Solution – with the analysis of literature

2.2.3   Conclusion

2.3   Case Study 3

The number of paragraphs in the body depends entirely upon how many points you want to cover. Also, how you want to cover them .

2.3.1   Provide a brief background

2.3.2   Solution – with the analysis of literature

2.3.3   Conclusion

Table 1: Characteristics of Main Body

Characteristics	Questions	Path to be followed
Baseline	Is there a baseline on the research area?	Looking for the main concepts by a technical literature review
Body of Knowledge	Is there a well defined body of knowledge?	Analyzing the existence of the central repository with information and evidence
Experts	Who are the experts in this research field?	Quantitative analysis of the most relevant evidence and its sources by a secondary study
Future Research Directions	Have future perspectives already been defined in this research field?	Looking for papers describing future directions in the field
Maturity Level	How mature is the research area?	Looking for evidence by a secondary study

3.   CONCLUSIONS & RECOMMENDATIONS

The Conclusion should be as brief as possible. They should be presented in descending order of importance and should not suggest action. Conclusions should be free from speculation (i.e. ideas for which you have presented no evidence), have no new thoughts or references introduced and contain no further discussion of points raised.

4.   REFLECTION

The Recommendations should follow naturally from the conclusions. They should be offered in descending order of importance and may be in point form when several recommendations are being made.

5.   REFERENCES

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