# Assignment I

**Consulting Report**

You are an international business student. In the course of a university seminar you are working together with a company that seeks to internationalise its business activities. You have met the company at a kick-off meeting and have agreed on the core topic/research question that you will be working on. You probably already started with your research for the company and have asked yourself how to structure your findings and recommendations in your final report.

How to proceed? In order to meet the deadlines and the expectations of the company (and your supervisors) you need a) a realistic time schedule and b) to find out how to write a convincing consulting report. Have you ever read a consulting report? Were you involved in preparing a presentation for a client during one of your internships or at your work place? How did it differ from a scientific paper or presentation?

You know you need to present your findings and hand in your final report by *indicate deadline*. This may seem like a lot of work but together with your team you can do it!

* **Self-study time:** *(indicate time period for self study, e.g. 1 week)*
* **Assignment deadline:** (indicate assignment deadline)

**Assignment:**

**Individual Task:**

🡪 Find answers to the research questions that we have developed together in class. You can use the literature and e-learning presentation provided, but make sure to do some further research. We will discuss the answers to the questions together in class next week.

**Group Tasks:**

1. First, define the **overall objective(s) of your consulting report**. What will the reader know after reading your report?
2. Second, break down the overall objective(s) into **core questions** that you will provide answers to. The overall objective(s) of the report should now be linked to a set of specific questions that you will answer in your report.
3. Third, together with your fellow team members, develop a **preliminary structure** for your consulting report. The structure should be based on the literature, presentation, and guideline provided, as well as on further research you conducted.
4. Fourth, once you have agreed on a structure, add a couple of bullet points under each section and sub-section that summarise the **core points/arguments** that you want to make in that section or sub-section.
5. Prepare a **short presentation** (ca. 5-10 minutes) that includes your report objectives, core questions, and preliminary report structure. Make sure you are able to explain why you chose a specific structure for your report and how far your core questions are linked to your research objectives. You will present this next week in class and get feedback from your fellow students.

**Handing in the Assignment:**

Create a document that includes the overall objective(s) of your report, the core questions that you will answer in your report, and your report outline; including bullet points that summarise the core points/argument you are planning to make in each section or sub-section.

Make sure to upload your preliminary report structure, research questions, and report objectives by*(indicate date, time and online platform)*.

**Further Info:**

* Please indicate your names on the assignment.
* Make sure to check the grammar and spelling of your assignment.