

Comprehensive Report Guidelines

(General Track)

Each delegate is required to prepare a report to represent a case study related to her / his field of work. This guide aims to provide you with the typical structure of the report and provides a step by step guide to producing a report that is clear and well structured.

1) Report coverage: Main Themes

The report should contain **two main related parts** as follows:

The first part is an overview about the case study organization as a whole.

This part should cover, but not limited to, the following main themes:

1. Overview about the case study organization in brief, main processes and its relation (process map).
2. The importance of Quality Management in this field of work, in general and for the case organization in specific.
3. Discuss how the case organization develop its current strategic objectives and plans and how these objectives are reflected in the organization performance (i.e. how it gains competitive advantage & how it improves market share).
4. Explain how the drivers of globalization can affect the case organisation's success.
5. Suggest an E-Business model that can be utilized by the case organization towards enhancing the organizational performance.
6. Discuss how the case organization manages its relationship within its supply chain.

*** The first part worthies 30% of the total report marks.**

The second part is related to a specific selected core process within the case organization.

For this part, the delegate should select only one core process within the case organization according to the following criteria:

- The selected process should be a core process within the case organization.
- The selected process should involve at least two departments.
- The selected process should have external customer

Regarding the selected process, this part should cover, but not limited to, the following main themes:

1. Conduct business process analysis for the selected process to describe its inputs and outputs and draw a detailed flowchart of the process.
2. Enumerate the customers of the process.
 - a. Identify and discuss the tools used by the core process to gather information about its key external customers.
 - b. How this information is used to establish long-term relationships with its key external customers.
 - c. What are the tools used to identify their needs and how external customer satisfaction is achieved?
3. Define different types of processes variations within the selected process and discuss the tools and techniques used to monitor and control it statistically and how to improve its efficiency.
4. Discuss in details a quality improvement project within the selected process. This project should consider but not limited to the following:
 - a. Details about the problem that trigger this project
 - b. Improvement objectives
 - c. Problem solving tools and techniques utilized
 - d. Result achieved by the project
 - e. Feedback about the extent to which the project objectives were achieved.
 - f. Discuss how the organization managing changes resulted from this project.
5. “By implementing a risk management plan for each process and considering the various potential risks or events before they occur, an organization can save money and protect their future”. In the light of this, explain how the case organization adopts the risk-based thinking for the selected process.

*** The second part worthies 70% of the total report marks.**

2) Report Structure

The report should be arranged according to the following sections:

- **Report Title**

A title of not more than 16 words should be provided.

- **Delegate Details**

This includes the name of the delegate, registration number, e-mail and the date of report submission.

- **Abstract (Maximum of 250 words in total)**

The abstract briefly describes the content of the report. It should cover the following:

- The purpose of the report.
- The methods used to prepare the report.
- The main findings/conclusions/recommendations.

- **Table of Contents**

- **Introduction**

The introduction sets the scene for the two main parts of the report. The aims and objectives of the report should be explained in detail.

It should briefly describe the case organization and the selected core process that is used as case study for this report.

Any problems or limitations in the scope of the report should be identified, and any necessary background history should be included.

- **Methods**

Information under this heading shall include the methods/techniques used by the delegate to collect and analyse data for this report.

- **Body (Case Study)**

This is the main section of the report. There needs to be several sections, with each having a subtitle covering main themes mentioned above. Information is usually arranged in order of importance with the most important information coming first.

- **Discussion and Conclusion**

This section should include a summary of whole report highlighting the most significant issues that have been discussed. This should be followed by your own recommendations regarding these issues.

- **References**

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency.

References should be presented as follows.

Within the text: Author's last name followed by a comma and the year of publication, all in round brackets; e.g., (Fox, 1994). When the number of authors is three or more, references in the text should follow this example (Fox et al., 1995).

At the end of the full paper, list all references in alphabetical order, using the formats described below.

- For books: Surname, Initials (Year of Publication), *Title*, Publisher, Place of Publication.
Casson, M. (1979), *Alternatives to the Multinational Enterprise*, Macmillan, London.
- For articles: Surname, Initials (Year), "Title", *Journal Name*, Volume, Number, Pages.
Fox, S. (1994), "Empowerment as a catalyst for change: an example from the food industry", *Supply Chain Management*, Vol. 2, No. 3, pp. 29-33.
- Electronic sources should include the URL of the web site at which they may be found along with the date of latest access.

- **Appendices**

Under this heading you should include all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts. Refer to the appendices in the body of your report.

3) Report Format

1) Report Length

The report should be between 4000 and 6000 words in length including all text and references except appendices.

2) Font:

- **Section Headings: Times New Roman, bold, 12 pt., Spacing 1.5 – Justified Alignment.**
- *Subheadings: Times New Roman, italics, 12 pt., Spacing 1.5, Justified Alignment.*
- Text: Times New Roman, 12 pt., Spacing 1.5, Justified Alignment.

3) Paper Size

Use A4 paper size.