

BUSINESS REPORT CHECKLIST

- ✦ Why do you need to write a business report format?
 - It is a compulsory part of the HSC Business Studies course –it is NOT an option!
 - There is a COMPULSORY question in the HSC exam
 - Report writing skills are in high demand. The famous Wall Street Journal estimates almost 70-80% of jobs require report writing skills

- ✦ Business managers need to obtain reports to aid them in making important business decisions. They will hire specialized report writers to investigate and present information so they can make these decisions.

- ✦ A Business Report will be seen by a number of executives and managers in the business. These managers are very busy people and may only be interested in a small section of a report that relates to their specific department. They will read their section of the report, make notes and pass the report on to the next person who will do the same. It finally goes to the CEO and a full board meeting follows where the report is evaluated and discussed.

- ✦ A business report format style of writing will require students to disregard much of what you have previously been taught when writing traditional essay-style answers.

- ✦ Business report answers use:
 - An executive summary – a brief paragraph that outlines the purpose of the report/an overview statement
 - Headings and subheadings
 - Bullet points followed with explanations when appropriate
 - Short paragraphs
 - Diagrams, tables and graphs, flowcharts. They must be referred to in the report and also relevant to the report
 - Underlining or highlighting for emphasis
 - Condensed conclusions and/or recommendations when required

❖ Advantages of using the business report format:

- Information can be presented in a concise, easy to read format
- Assists in ordering thoughts in a structured, logical sequence
- Material is more reader-friendly and therefore easier to interpret because factual information can be broken into manageable portions
- Provides opportunities to engage visual learners through the use of diagrams and charts

❖ What to Avoid:

- Avoid a list of brief points with no explanation
- Some students write only an outline which lacks depth and explanations
- An Executive Summary that is too detailed
- Confusion caused by too many ideas or concepts in each paragraph/section
- An overabundance of highlighting
- Not providing recommendations where appropriate
- Not addressing the question directly
- Using incorrect terms and definitions

❖ Strategies for writing a report:

- Deconstruct the question-how many topics are being examined in the question?
- For whom is the report being written? This helps clarify your focus for the report
- What possible headings and subheadings will you use?
- Can I use tables, graphs and dot points to highlight information?
- What Business Studies terminology will I use in the report?
- If required, what course of action can I recommend as a result of writing this report. Remember the action recommended must be based on the information in the report you have written.
- Do not write (I) in a report. It is a formal piece of writing. (You write "This report recommends...")