



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

**Faculty of Business Administration  
MSc in International Integrated Resort Management**

**GENERAL FRAMEWORK<sup>1</sup> OF PROJECT REPORT**

Scope

Students are required to identify a real business issue faced by companies and provide a data driven solution in the project report. The issue can come from any business functional areas in an integrated resort context, and can be local or international in scope.

Requirements

The individual project report should be original in nature. The length of the report is suggested to be around 7,000 to 10,000 words. The report should be typed in Times New Roman, 12-point font, with double line spacing (except for the reference which follows journal formats) printed on double sides of paper. The normal duration for writing a project report is two semesters. Once the report is successfully (orally) presented, a grade will be given.

The outline of report should consist of below four main parts:

- **Part I: Issue identification**
  - Identifying the business issue
  - Explaining the rationale for study
- **Part II: Situation analysis**
  - Analysing the situation
  - Reviewing relevant literatures (if necessary)
- **Part III: Action planning and evaluation**
  - Collecting data/information
  - Selecting and evaluating a course of action
- **Part IV: Recommendations**
  - Proposing the specific solution(s)
  - Conclusion and reflections

<sup>1</sup> The items mentioned above are for reference only. Supervisors and students can make amendments which are deemed necessary.