



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

**MASTER OF SCIENCE IN BUSINESS ANALYTICS PROGRAMME
GENERAL FRAMEWORK OF PROJECT REPORT**

Scope

Students are required to identify a real business-related analytical issue with practical implications, and provide a data-driven solution in the project report. The issue can come from any business sector and industry and can be local or international in scope. The nature of the issue however must be about business analytics.

Requirements

The individual project report should be original and is suggested to be 7,000 words at minimum. The report should be typed in Times New Roman, 12-point font, with double-line spacing (except for the references which follow journal formats), and printed on double sides of the paper. The normal duration for writing a project report is two semesters. Once the report is submitted and successfully (orally) presented, a grade will be given to confirm the pass/fail result.

The outline of the report should consist of 4 main parts:

- **Part I: Issue identification**
 - Identifying the business-related analytical issue
 - Explaining the rationale for study

- **Part II: Situation analysis**
 - Analyzing the situation
 - Reviewing relevant literature (If necessary)

- **Part III: Action planning and evaluation**
 - Collecting data / information
 - Performing data analysis
 - Selecting and evaluating a course of action

- **Part IV: Recommendations**
 - Proposing the specific solution(s)
 - Conclusion and reflection