Title of Project

(IF REQUIRED, add the following mention)

CONFIDENTIAL

by

First LAST NAME

Project Mentor:   
First LAST NAME, title of the person

date of submission   
  
 International Business Management

Disclaimer

This report is submitted as part of the final examination requirements of the Haute école de gestion de Genève, for the Bachelor of Science HES-SO in International Business Management. The use of any conclusions or recommendations made in or based upon this report, with no prejudice to their value, engages the responsibility neither of the author, nor the author’s mentor, nor the jury members nor the HEG or any of its employees.

Acknowledgements

If you have acknowledgements to formulate, for the company or any other person who helped you in your project…

Executive Summary

The Executive Summary is a 1 page summary of the findings of the project; It must be written in the *Corps de texte* or Body style.

The Executive summary is used to point out the objective of the Bachelor Project and to highlight the principal findings of the work as well as the recommendations resulting from them. It must convince the reader to reading the full report

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# Introduction

The introduction presents the general framework of the identified problems. It includes:

* **A brief** presentation of the partner organization; the subject or mandate entrusted to you as well as the pursued goals. You should also indicate to the reader how your report is organized.
* The problem statement or research question and the context  
   (bibliography on the context, in particular the articles)
* A résumé of the theoretical concepts relating to the selected problems  
   (bibliography of the theoretical concepts)

Pages of the report of Bachelor Project are to be set as follows: Top, bottom, left and right margin are set at 2.5 cm with an additional gutter of 1 cm is necessary to allow for the binding. Do not forget to modify the footer to include the title of your Bachelor Project like your name and your first name.

The paragraphs will be written by using the style “Corps de texte” or “Body”: Arial 11 points, 1.5 spaced, justified, paragraph spacing 9 pts before, 6 pts after.

Notice that it is not necessary to make additional spaces between the various paragraphs. If you use lists with bullet points, you conform to the following format:

* List item 1
* List item 2
* List item
* List item
* List item
* ..... .

# Literature review

This section may also be called State of the art ; Theoretical foundations or similar.

Figure 1 – Title of the figure

Source: Bertholet (2004, p. 22)

Continue your text, immediately after the table, with the style “Corps de texte” or “Body”. Insert a page break, if necessary.

# Methodology

Discussion of your research methodology

# Results

Presentation of the results obtained during the study

Table 1 Title of table

|  |  |  |
| --- | --- | --- |
| **Year** | **Sales** | **Comment** |
| 1999 |  |  |
| 2000 |  |  |
| 2001 |  |  |
| 2002 |  |  |

Source: OFS (2003, p. 26-27)

If you present a table, a graph or a figure, take care to provide a comment which specifies what it is necessary to retain of the table or graph. It is necessary that the visual element comes to illustrate the matter of the text.

The footnotes[[1]](#footnote-1) are numbered (Arial, 11 points). The annotation text of bottom of page will respect the following instructions: text below 1,25 cm left indent ; font Arial, 10 points, single spacing, spacing of 3 points before and after the paragraph.

The references to authors will be indicated in the text between brackets, with the year of the publication. For example, (Johnson, Scholes, Fréry, 2001: 249) returns to a quotation drawn from page 249 in the work of these authors, appeared in 2001. The complete references will be provided in the bibliography presented at the end of the text, before the appendices, if it is necessary.

You must indicate in your text the appendices which you insert at the end of the report. It is useless to put an appendix, if this one is not the object of any comment in your text.

Insert a page break before each new chapter.

# Discussion

Or Analysis

The final part, **approximately 25% of the report**, reviews the student’s personal added-value. It includes:

* A summary of the important findings and literature review.
* The options chosen and recommendations
* The overall results and the conclusion

The summary of the results

Choices and options retained thus that the solutions or recommendations suggested

The total synthesis of work carried out

Your text…

Your text .....

The quotations of less than 2 lines can be inserted inside the text, while being framed by “double hooks” and being followed by the name of the author, year of publication and number of the page from where the quotation is drawn, the whole between brackets. When a quotation is longer, it is preferable to indent it as follows:

“Quotations must be set in Arial, 11 points, italic, justified, left and right indent 0.5 cm., spaces before and after 12 pts, single spacing.” (Thingy, 2002: 66)

Then, return to normal Body style.

## Second level title

Your text ........

Your text .....

### Third level title

text

# Conclusion

Your report must contain a conclusion which synthesizes in particular the strong points of your recommendations

Your text .........

Your text .......

Bibliography

Concerning the suitable manner to quote the bibliographical sources, please refer to the guide of presentation of the bibliographical references which was written by Infothèque of the HEG and which is available to the following address:

<http://www.hesge.ch/heg/infotheque/citations-et-references-bibliographiques>

Your Bibliography should only include works, articles and Web sites to which you refer in your text by name and not all the books, articles and sites which you consulted during your research task. However, if they are of particular relevance to your project, you may cite supplementary works not cited in the text

The style of the references should be “bibliographical References”: Arial 11 points, single spacing, justified, space before 6 points, and spaces after 6 points.

Example:

TAPESTRY MAKER, L., *The Art of Decorating Offices*, Paris, Editions Beautiful Decoration, 2002.

Appendix 1: Title of the appendix

Your text or the document put in appendix.

Avoid putting two appendices on the same page. Insert a page break then indicate the number of new the appendix and its title.

1. Footnotes are only used to explain sources or a particular concept that it is nt appropriate to develop in the text. [↑](#footnote-ref-1)