

FINAL PROJECT WRITING

(STRATEGY & TIPS)

"Good Prose is Like a Windowpane."

(George Orwell)

The core of effective communication is delivering the original message in the way that it reaches the reader/listener in the same way as intended by the sender i.e. by maintaining the essence of the message. In written communication, using appropriate words, punctuations and grammar is of utmost importance. Even minor grammar and spelling mistakes change the entire meaning of the message to be conveyed. To snatch the attention of the readers, it demands clubbing the message with structured text and readable style.

The aim of this document is to guide you about how to write and present your Final Project appropriately. If you want to improve your writing skills then don't get upset. All you need simply is to read this document thoroughly before writing your Final Project. After reading it you will come to know about the art of writing a quality project. It will be an asset for you later on in your professional career as well.

Points to ponder for writing a good project are as follows:

1. Reading and Following the Final Project Format

Read thoroughly and carefully the relevant topic's **Final Project Format** files– that can be obtained either from **Lesson 05** or **Downloads** section of the course on VU-LMS. You have to follow the format relevant to your topic (accepted at proposal stage) for writing your Final Project.

2. Developing the Final Project

2.1) Plan your Time

Plan your time for project writing according to the **Course Calendar** available in Course Overview section of the course on VU-LMS. Your Final Project should be completed within due date given for the submission to avoid any inconvenience at the end.

2.2) Write Draft of Your Final Project

Writing the first draft of Final Project is a clumsy activity. Don't worry; initially you might not be able to convert your thoughts into writing properly. Before writing your project, carefully read the comments provided in your accepted proposal. Improve the mistakes (if any) highlighted in your proposal while writing at Final Project stage.

You should not read your sentences rather you should concentrate on converting all or most of your thoughts into writing at this stage. After mentioning the points written in your diary or notebook, now re-read the sentences and check whether the true meaning of these sentences have been delivered and at the same time these are understandable. If the sense is not delivered then rephrase your sentences until the objective is achieved.

Apart from the above guidelines, keep the following points in mind while drafting your Final Project:

1. Executive summary of your project should be concise but must cover all the sections of the Final Project (Background, introduction, objectives, methodology, findings and recommendations). So it should be the last part of your project to be written after completing all the sections. It should be written in paragraphs and may ranges from 1 to 2 pages.
2. Follow guidelines and steps for interpretation of results in each ratio provided in final project template.
3. Avoid writing general and irrelevant conclusion and recommendations. Conclusion and recommendations should be based on your analysis and results.
4. Conclusion must convey the findings you set out to find in objectives.
5. Recommendations must convey the suggestions based on results and findings of your Final Project. **For example**, if Net Profit Margin ratio of a company is decreasing over the years then you have to recommend how the company can control the decreasing trend and improve its profitability? Writing just that company should improve its profitability is not a complete recommendation.
6. **Avoid Plagiarism** that is copying material from any published or unpublished sources (i.e. Websites, Blogs, Social Media, Books, and Articles etc.) without providing the proper reference(s). You may explore the sources but you must have to write in your own words. Plagiarism is strictly prohibited especially in following parts of your Final Project:
 - Executive Summary
 - Description of Project Topic
 - Significance of the Project
 - Data Analysis (Introduction of ratios / Significance of ratios, Interpretation and Comparison)
 - Conclusion and Recommendations

Note: Any evidence of plagiarism (if found at any instance) shall be strictly dealt as per “**ZERO TOLERANCE POLICY**” of the University. (*Read the Plagiarism Sensitization Document available in the DOWNLOADS section of the course VULMS*).

2.3) Avoid Writing Mistakes

It is said that writing skills should be sharpened, improved and re-improved. Write-up plays a very important role in building the image of the writer. If the write-up is full of typing, grammatical and spelling mistakes then there is likelihood that the reader might set your write-up aside or never read it. The image of such writer drawn by the reader perhaps is broken and careless.

2.4) Follow APA Format

A list of references provided at the end of your Final Project should be in APA format. The APA formatting guidelines for the references citation are given in the Lecture No. 45 of the course “**STA630-Research Methods**”. You should review and watch video Lecture No. 45 of STA 630 for your better understanding. It is advised to explore Downloads section of the project course where APA Guidelines file is also available

TIPS FOR PROJECT WRITING

You should impersonate the reader and take care of your image in the mind of reader by following these simple guidelines:

- Always keep a dictionary with you as English is not our mother language and it is not something to be ashamed off.
- While looking for the synonyms, you must view the exact meaning of the selected word in the dictionary as using that word without taking precaution may hamper the true meaning or sense of your actual point.
- Keep your words simple and concise. Never try to impress the reader by using difficult words and long sentences as in such practice you might achieve impressing the reader at the cost of losing your expression.
- Always explain one point in one paragraph. This will help you explain your points in the most appropriate way.
- Avoid using future tense while writing your draft. Final Project should be written in Present or Past tense mode according to the nature of activity or statement. **For Example:**

Data Collection Sources in Proposal: Data for the project **will be** collected from the secondary sources.

Data Collection Sources in Final Project: Data for the project **is** collected from the secondary sources.

- All of the above, your project should be well formatted. Any document or project seems tedious if it is not properly formatted. Read formatting guidelines in **Lesson 04** of the course on VU-LMS. Reading these instructions will inevitably save your time at the end to finish the report.

“Our work is the presentation of our capabilities.”

(Edward Gibbon)

3. Proofreading

After writing your Final Project, it is essential that you must re-read your entire project before submission. You should check if the true sense is communicated properly and completely and that the write-up is free of spellings and grammatical mistakes.

4. Submission

As you know that nowadays load shedding problem is prevailing in our country. Therefore, you are advised to prepare and submit your Final Project as early as possible without waiting for the due date. Report submitted after the due date via email will NOT be accepted. So, be proactive in submitting your report within the due date.

Further, you are advised to revise the handouts of the course **“ENG301- Business Communication”** that you have studied earlier. It will help you in improving your writing skill.

For any course related query, information and further guidance, feel free to contact us via MDB, SKYPE, Email (fin619@vu.edu.pk) and telephone (042-36373047-49 Extension: 8851 or 8855) in this regard.

Best of Luck 😊