

## BA Project Work

### Requirements

Requirement	Details
<b>Total page count</b>	20-50 pages (excluding References, and Appendices)
<b>Academic style</b>	Formal and analytical
<b>Citation style</b>	APA 7th Edition
<b>Deliverable</b>	A single final paper detailing the project, research and outcome.

## INTRODUCTION

### A. Goal

To clearly define the business challenge, the proposed project idea, and its potential impact.

### B. Required activities

**Topic selection:** Choosing a relevant business topic. Examples may include:

- ✓ Developing a market entry strategy for a specific product.
- ✓ Designing a sustainability plan for a small or medium-sized enterprises .
- ✓ Proposing an internal business communication improvement plan.
- ✓ Launching a new product or service.

#### Defining purpose and objectives:

- **Purpose (Aim):** The single, overarching goal of the project as a response to an observed business problem/gap/need (e.g., *To develop a profitable digital marketing strategy for company X in market Y, etc.*).
- **Objectives:** 3-5 specific, measurable steps that, when completed, will achieve the main purpose.

#### Identifying audience:

- Who is the project outcome ultimately designed for? (e.g., senior management at X Corp., potential investors, regulatory bodies, etc.).

### C. Text of the introduction

#### Formal project brief (2 pages maximum)

This brief must include:

- **Project title and topic**
- **Aim and specific objectives**
- **Relevance to business context:** Why is this project necessary *now*? What gap does it fill?
- **Expected final deliverable(s):** A clear statement of the project's tangible outcome (e.g., A comprehensive 6-month implementation plan, etc.).

### D. Language focus

Planning, describing goals, describing the situation at a higher level of generality, pointing out a potential problem/gap.

## CHAPTER ONE: THEORETICAL AND CONTEXTUAL REVIEW

### A. Goal

To establish the theoretical frameworks relevant to the topic and conduct an analysis of the company/industry/market context. This chapter grounds the practical project in academic theory and real-world data.

### B. Text of the chapter one (minimum 10 pages)

#### 1.1. Literature review (Theoretical background):

- Defining, classifying, and critically reviewing the core concepts of the project (e.g., if the project is a market entry plan, the review of theories of globalization and competitive advantage is in place).

**Source requirement:** Relying predominantly on peer-reviewed academic articles, major business books, and reputable research papers; professional/expert/reliable blogs can also be considered.

#### 1.2. Project background and contextual analysis:

- Summarizing the current situation of the company, industry, or market segment that the project is addressing.
- Conducting secondary research using documents, reports, company data, news articles, market analysis, and industry websites.

**Key insight:** This section must clearly identify the gap, niche, or problem that the project is designed to address, based on collected data from the company/market data assessment.

### C. Language focus

Summarizing complex information, reporting key findings, describing historical trends, and correctly integrating source referencing (APA formatting).

## CHAPTER TWO: METHODOLOGY AND PROJECT EXECUTION

### A. Goal

To detail the research methodology applied and the process of designing solution/strategy/product. To articulate the research design used to confirm the problem (primary research) and to outline the subsequent stages of solution/strategy/product development.

### B. Text of the chapter two

#### 2.1. Methodology (Primary research):

- **Defining the problem:** Conducting a small-scale primary research activity (e.g., a short survey of potential customers, a few structured interviews with stakeholders, or focused observation) to confirm the scope and depth of the problem identified in Chapter 1.
- **Justification:** Explaining *why* the chosen research method was the most appropriate for your objectives.
- **Scope and relevance:** Discussing the limitations of the primary data and their relevance to the required solution/strategy/product.

#### 2.2. Solution design and strategy/product development:

- **Brainstorming and evaluation:** Describing the potential approaches or solutions to the project problem. Critically evaluating the pros and cons of 2-3 options/solutions.
- **The selected solution:** Presenting the chosen project strategy or solution – explaining the choice pointing to pros and cons (extensive explanation/justification).
- **Project plan:** Developing a concrete plan for implementing the chosen solution or strategy, including:
  - ✓ Main actions/recommendations
  - ✓ Clear timeline or step-by-step implementation process
  - ✓ Required resources/materials (financial, human, technical)
  - ✓ Key stakeholders and their roles

### **2.3 Project outcome presentation:**

- Summarizing/describing the final, tangible deliverables of the project (e.g., an executive summary of the presentation, a visual representation of the app mock-up, or a brief description and link/screenshot of an advertisement) - (hard data to be stored at Faculty's cloud).

### **C. Language focus**

Describing research steps, making and justifying recommendations, using clear and persuasive language to present a strategy, describing the final result of the project work.

## **CHAPTER THREE: CONCLUSIONS AND REFLECTIONS**

### **A. Goal**

To summarize the key findings, deliver the final project outcome, and critically reflect on the skills gained. This chapter closes the academic argument and provides a personal retrospective on the learning experience.

### **B. Text of the chapter three**

#### **3.1. Project conclusions:**

- **Summarizing the findings:** Briefly reiterating the main findings from the literature review and primary research.
- **Answering the objectives:** Systematically reviewing each objective defined in Introduction and stating whether and how it was achieved.

#### **3.2. Critical reflection:**

- **Reviewing the Project:** Reflecting on the overall project flow, detailing what went well and what were the primary challenges encountered. Discussing potential future project work directions considering current limitations.
- **Assessing skills development:** Reflecting specifically on one's development regarding the project work skills, professional (business topic) skills, and language skills as a result of conducting the BA project work.

### **C. Language focus**

Reflection, evaluation, summarising outcomes, and discussing future research directions/limitations.

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After consultation with third-year students of English Philology Practical Profile and English for Tourism

November 2025