

[MGT3155] 2,000-word essay structure

Introduction (1 st paragraph)	<ul style="list-style-type: none"> • Aim of the essay • Brief introduction of a target company 	
Body part	Body part 1 (2 nd paragraph)	<ul style="list-style-type: none"> • To outline briefly the company's products and/or services and identify how these products/services qualify and win orders in the marketplace • To analyse the company's operation, focusing on how its operations strategy is deployed to meet objectives
	Body part 2 (3 rd paragraph)	<ul style="list-style-type: none"> • To introduce 'operation management theme 1' • To elaborate the Importance of 'operation management theme 1' in the target company
	Body part 3 (4 th paragraph)	<ul style="list-style-type: none"> • To Interpret the target company in terms of 'operation management theme 1' • Use operating management themes to identify two or three potential business opportunities
	Body part 4 (5 th paragraph)	<ul style="list-style-type: none"> • To introduce 'operation management theme 2' • To elaborate the Importance of 'operation management theme 2' in the target company
	Body part 5 (6 th paragraph)	<ul style="list-style-type: none"> • To Interpret the target company in terms of 'operation management theme 2' • Use operating management themes to identify two or three potential business opportunities
Conclusion (7 th paragraph)	<ul style="list-style-type: none"> • To develop suggestions/recommendations for a target company based on operating management themes in body parts • To justify your recommendations 	
References	<ul style="list-style-type: none"> • At least 10 references 	

Note 1 'Operation management themes' should be selected among lectures themes you have learnt in class. However, do not choose 'Internationalisation Theories' for operation management themes.

Note 2 'Potential business opportunities' refer to potential market which can be created or/and extended by improving the given operating management themes for the target company

Note 3 'Suggestions/recommendations for the target company' means how the company should do in order to reach the potential business opportunities.