

Academic Report Outline

Company & **NOKIA**
 Prompt
Describe the situation and two reasons for the failure of Nokia.

Introduction	
<ul style="list-style-type: none"> * General topic of research * Aim of report * Background and/or history of the focus company * Why topic interesting and/or important * Sequence of the main points 	

Body Paragraph 1:	
<ul style="list-style-type: none"> * Main idea (a sentence setting out the paragraph's focus) * Supporting details, explanations & examples [History and background to the company] 	

Body Paragraph 2:	
<p>* Main idea (a sentence setting out the paragraph's focus)</p> <p>* Supporting details, explanations & examples</p> <p>[Evidence, facts & figures to demonstrate the first reason for failure/success of the company/product line]</p>	

Body Paragraph 3:	
<p>* Main idea (a sentence setting out the paragraph's focus)</p> <p>* Supporting details, explanations & examples</p> <p>[Evidence, facts & figures to demonstrate the second reason for failure/success of the company/product line]</p>	

Conclusion

<p>* Restate the aim</p> <p>Summarise the main ideas covered</p> <p>Select 2 or more of the following:</p> <ul style="list-style-type: none">• Personal opinion• Suggestions• Lessons learned	
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Sources to APA-formatted (in-text) citations

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Sources to APA-formatted (post-text) references

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Teacher's name: