

## **BUS 230: Business and Economics Research and Communication**

### **Conclusion Section of the Final Research Paper**

**Instructor: James Murray**

**Due as part of your final research paper on Wednesday, December 18, 9:00pm**

**Purpose:** The purpose of this final section of your paper is to answer what the findings in the result section mean. Present the conclusions you can draw concerning the population that you identified in the introduction section, following up carefully on the results that you presented in the results section.

#### **Learning Outcomes:**

- LO-3C: Interpret data using statistical analysis: Formulate conclusions and recommendations based upon the statistical results.
- LO-4: Develop the ability to effectively communicate research results both written and orally.
- CBA LO-1A: Communication - Develop the ability to convey information and ideas effectively in professional business reports.
- CBA LO-2: Decision Making and Critical Thinking - Have the ability to think critically when evaluating decisions.

#### **Important Elements of a Discussion / Conclusion Section:**

- *Take-away statement:* In the introduction, you should have clearly communicated a single-sentence purpose or question. The conclusion section should clearly communicate the answer. Based upon the results that you reported in the previous section, what is the overall message that your reader should take away?
- *Discuss qualifications / weaknesses:* Be specific what circumstances or populations that your conclusions can reliably apply to. Be open about shortcomings that you cannot answer definitely with your results.
- *Interpretations / Explanations:* Provide possible interpretations or explanations for your results. Discuss meaning behind the results, do not just regurgitate the results.
- *Connect to the introduction:* Make it clear that your discussion is addressing the issues you presented in your introduction.
- *Connect to existing work:* You cited other work in your introduction. Discuss how your results or interpretations agree or disagree with previously published work.

**Length:** There is no length requirement for the conclusion. Be sure that you cover the expectations above, and be sure that you cover all the important issues that are presented in your results section, and that you said you would present in your conclusion section. This section is typically between 1 and 4 double-spaced pages.