

## How to prepare an appropriate Abstract for the Extensive Project Report:

The Finnish Standards Association has issued standard number SFS 3855 to guide the compilation or abstract of a report.

Regardless the language chosen for writing the Extensive Project Report, the abstract has to be redacted in English with no exception.

IDLP students are required to submit a **short description of the entire written portion of the Extensive Project Report**. It should be a complete entity of its own that outlines the purpose, methods, results, and conclusions of the actual major paper.

The content of the abstract is structured according to the report itself. It is no longer than one page and 2,500 characters (or 400 words including spaces).

The following steps will guide you to succeed in the preparation of an appropriate Informational Abstract:

- Uses only a few well-structured paragraphs that are factual, concise and clear.
- Include tables and figures are included only if it is necessary for clarity.
- The abstract is often written in passive, instead of an active voice.
- No unconventional abbreviations, symbols, or terms should be used without explaining them.
- Essential information and key points of the report should be highlighted in the abstract.

### Structure of the abstract:

The abstract must follow the chronological order of the report and be logically consistent with the material of the report. The abstract should be done so that virtually anyone can comprehend the contents.

It is important to remember that additional or new information must NOT be included in the abstract. In other words, anything that is not in the report should not be in the abstract.

- Intro: Clearly communicate and explain the content of the actual report
- Body: Define and include:
  - Purpose/Objective of the report
  - The methods and tools used when making the report
  - The scope of the report
- Results and conclusions gathered in report
- Recommendations

### Steps of progress:

1. Read through the report and look for the key points for the abstract (Purpose, methods, scope, results, conclusions, recommendations).
2. Write an initial rough draft without looking back at the report. Avoid copying text from the report.
3. Revise the rough draft:
  - Analyze the organization and consistency of the information on the drafted abstract
  - Remove all unnecessary information
  - Add important information that is missing
  - Avoid wordiness and summarize
  - Spell check and correct grammar errors and fragmented sentences
4. Carefully go through the final draft.
5. Submit the abstract to the IDLP coordinator : [ana.kupri@turkuamk.fi](mailto:ana.kupri@turkuamk.fi)

Example of an abstract

|   |  |
|---|--|
| Executive MBA – Specialisation Programme                    |  |
| Name:   |  |
| EXECUTIVE MBA   | Name of Supervisor:  |
| Date:   | Total number of pages:   |
| Intro   | Internationalization has been seen as a way to increase turnover in any company. It has become a much more differentiated activity in which culture has acquired a new remarkable perspective in this permanently changeable business world.   |
| Purpose   | The purpose of this research is to identify cultural variables at corporate level and potential target markets. Through the identification of such variables and further analysis....  |
| Scope   | The scope of this study focuses on Finnish small and medium size companies, essentially because of their relevant role in the national corporate scene, but also because of their limited resources at the time.....   |
| Methods   | The methodology applied in this research was..... Readers eventually can get a clearer picture of the subject by going through the information collected, analyzed and processed into an own set of guidelines, and the subsequent deep analysis of the case company, with interviews to companies, presented. |
| Findings  | The main findings reflect a need to emphasize the training on cultural awareness... The conclusion it that intercultural variables faced, while internationalizing, yet seem unimportant for many SMEs, even though small mistakes could represent high losses in terms of business deals.                     |
| Recomm.   | This is the reason why the author believes that the good management of the intercultural variables becomes indispensable in satisfying corporate objectives and growth, thus representing also regional and national wealth in turn.   |
| Keywords: internationalization, cultural awareness, SMEs... |  |