

Assignment

Student's Name

Institutional Affiliation

Assignment

Level 1 Heading (If it is an introduction, it is usually omitted)

Introduction can have short background information, a hook drawing attention to the topic, reason for the selection of the topic, and why it should be studied. A thesis statement presenting an idea about the topic and why such idea is true: idea + because... + arguments enumerated in the order presented in the discussion below).

Level 1 Heading: Discussion

A paragraph should start with introducing the idea discussed herein. Then, supporting evidence with in-text citations follows (Author, 2019; Author & Author, 2018). The last sentence summarizes the discussed material in the paragraph or presents findings based on the evidence above.

Level 2 Heading

The paragraph presents information enumerated or mentioned above, but which needs more detailed analysis (see Table 1).

Table 1

Title of the Table

Level 3 heading. The paragraph presents information enumerated or mentioned above, but which needs more detailed analysis.

Level 4 heading. The paragraph presents information enumerated or mentioned above, but which needs more detailed analysis.

Level 5 heading. The paragraph presents information enumerated or mentioned above, but which needs more detailed analysis (see Figure 1).

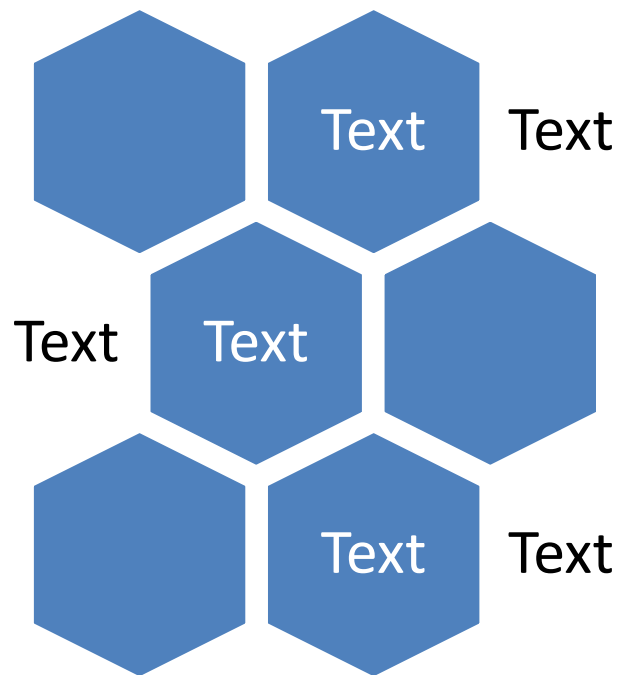


Figure 1. The title of the figure. The figure illustrates... (description). A source can be included if needed.

Level 1 Heading: Conclusion

It presents a summary of main points or findings and suggests issues for further study if applicable.

References

(In alphabetical order, indented)

- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (6th ed.). Boston, MA: Pearson.
- Statista. (2019a). *Leading countries by total number of fintech startups in Latin America as of 2017 and 2018*. Retrieved from <https://www.statista.com/statistics/886456/latin-america-fintech-startups-country/>
- Statista. (2019b). *Distribution of the e-commerce market in Latin America in 2017, by country*. Retrieved from <https://www.statista.com/statistics/256166/regional-distribution-of-b2c-e-commerce-in-latin-america/>

Appendix

Table 1

(Tables and figures can be included in appendix or appendices and referred to in the text (see Appendix A or B), if they are many in number to make the flow of discussion smooth).