

## Appendix A – Proposal Rough Draft Template

| Element                                                                                                                              | Description                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Target Organization                                                                                                                  | Identify the organization that will be the setting or focus of the project.                                           |
| Brief Project Description                                                                                                            | Describe the project in sufficient detail that the instructor can get a good understanding of what you propose to do. |
| Access and Data Availability                                                                                                         | Describe what access you have to this organization and your sources of data.                                          |
| <b>Program Outcomes</b>                                                                                                              |                                                                                                                       |
| Apply foundational knowledge and an understanding of business systems, processes, and technology within and across core disciplines. | Describe how the proposed project will enable you to demonstrate your achievement of this outcome.                    |
| Integrate information across disciplines and from differing perspectives.                                                            | Describe how the proposed project will enable you to demonstrate your achievement of this outcome.                    |
| Lead and collaborate in virtual, global, and culturally diverse environments.                                                        | Describe how the proposed project will enable you to demonstrate your achievement of this outcome.                    |
| Integrate principles of ethics and integrity into business decisions.                                                                | Describe how the proposed project will enable you to demonstrate your achievement of this outcome.                    |
| Estimate expected length.                                                                                                            | Estimate the length, in double-spaced pages, of the deliverable you expect to produce.                                |

You may use the above table and merely replace the instructions in the Description column with your entries. Or, if you prefer, you may prepare a document in an alternative format that addresses all of the entries shown in the table.

## Appendix B – Sample Proposal Rough Draft

| Element                                                                                                                              | Description                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target Organization                                                                                                                  | R. D. Tech, Inc.                                                                                                                                                                                                                                                                            |
| Brief Project Description                                                                                                            | The project will be a comprehensive case study of this manufacturer of stainless steel processing equipment for the food and dairy industry.                                                                                                                                                |
| Access and Data Availability                                                                                                         | I am employed by R. D. Tech and have permission to gather the required data. In the actual case document, the company name will be disguised.                                                                                                                                               |
| <b>Program Outcomes</b>                                                                                                              |                                                                                                                                                                                                                                                                                             |
| Apply foundational knowledge and an understanding of business systems, processes, and technology within and across core disciplines. | The case study will cover all organizational components and functions, including marketing, operations, finance, and administration. It will examine the company's upstream and downstream supply chain, and the information and materials flows involved.                                  |
| Integrate information across disciplines and from differing perspectives.                                                            | The case will examine the interrelationships among the different organizational functions in light of the challenges the company is facing. It will present the perspectives of major points of view, including the Marketing, Finance, and Operations teams, as well as senior Management. |
| Lead and collaborate in virtual, global, and culturally diverse environments.                                                        | The case will assess issues involved in the company's investigation of overseas market prospects, including the establishment of overseas branches.                                                                                                                                         |
| Integrate principles of ethics and integrity into business decisions.                                                                | The company is considering a change to its full employment policy, as dairies in its local two-state area consolidate and it considers expansion abroad. The ethical issues of changing the implied contract with employees will be examined as part of the case.                           |
| Estimate expected length.                                                                                                            | Approximately 35–45 pages, double-spaced.                                                                                                                                                                                                                                                   |

## Appendix C – Proposal Content and Format

**Introduction** – In this section, identify the organization and whether you have access to it directly. Describe the exact nature of the project you propose to do and why you want to do this particular project.

- Target organization.
- Nature of the project.
- Rationale for the project.

**Outcome Demonstration** – Describe how this project will allow you to demonstrate each MBA program outcome. The four section titles below refer to the outcomes that are listed in *the Prospectus Template*.

- Apply foundational knowledge.
- Integrate information.
- Lead and collaborate.
- Integrate principles.

**Data Sources** – Identify where you will get the data needed to complete the project, whether via direct access to the organization or via published sources. Be as detailed as possible, since the instructor must evaluate whether you have access to enough data to make the project feasible.

**Projected Timeline** – Provide a timeline for the project, to be completed no later than the end of MBA6900. Tasks should include any preliminary activity needed to get permissions (if needed), data gathering, data analysis, report writing, presentation preparation, and anything else that would form a significant part of the work needed to complete the project.