

**Essay #4 Final Research Paper:
Proposal (Argumentative/Synthesis)**

1800 words

Proposal Statement/Outline: March 28
Logo/Letterhead/Card/Brochure/Resume: April 4 (March 31 for one class)
Annotated bibliography¹ : April 7
1st Draft of proposal paper: April 14
Final draft of proposal paper: April 21

Subject Area: Business; International Business; Business Economics

Essay Type: PROPOSAL: Synthesis (Argumentative)

References: At least ten (10) references from journal databases and professional websites

Subject Focus:

The subject focus will be on any field of business; international business; etc. The student will develop a personal/professional company of products or services. The nature of the company may be in any field, e.g., health and allied fields; engineering; natural sciences, etc. The specific topic/company will be selected by the student after a conversation with the instructor. The main crux of the project is the development of a proposal paper.

Method:

The student will structure the final project in two segments: 1) business communication aspects, and 2) actual proposal argument/paper.

- Business communication
 - Logo/letterhead
 - Presentation card
 - Brochure
 - Resume
- Proposal
 - Kind of proposal (e.g., for a loan; subsidy; or to sell a larger company a product or service)
 - Target for proposal (e.g., bank, government agency, a large company, individuals)
 - Needs analysis (should be made via sources, interviews, checking w/ other companies)
 - Writing of proposal (see "Format" below)
 - APA format w/ abstract and references

Format:

The composition will consist of 1800 words (ca. 6-7 pages), double-spaced with Arial font size 12. If you need to cite (or paraphrase) an author, you can do so by using a parenthetical citation (in-text citation) and placing the bibliographic references in the References section. APA rules should be followed.

The proposal should follow the structure of an academic paper, i.e. background w/ company information; arguments (claims) and reasons; importance of your product and/or services; needs analysis; evidences; conclusion.

¹ The annotated bibliography should consist of at least 10 references, and the annotations should be no more than 50-60 words each.