

Final Paper Proposal

I would like everyone to write a proposal for their final paper. This will not be graded, but will be used to spot problems before they occur.

Your proposal should be short (around half a page) and answer the following questions:

- What company will you study? If the company is large, which part of the company?
- Will the case be issue-driven (i.e. analyzing a particular issue facing a firm) or will it be company driven (e.g. the eHarmony case).
- Why is the case interesting? Are there general lessons to be learned from the case?
- What data will you need for the case? Where will you get the data?

In turn, I will ask three questions:

- Is it interesting?
- Is it feasible?
- It is sufficiently focused?