Project proposal (10% of the course grade)

The project proposal is designed to communicate your analysis plan for the case company: what do you plan to do and how to achieve the goals of the case assignment.

The project proposal should be between 700-1000 words (not including potential reference list and any figures and/or tables, use of which is encouraged). In the project proposal, outline the following

- Your analysis plan, including but not limited to
  - Assumptions you plan to make in your analyses
  - Potential methods of analysis
  - Key reference sources or software used can be noted as applicable
- Your timeline for the work you will do (e.g. gant chart)
- Expected deliverables based on your analysis
- Any key questions regarding your plan you consider essential to get feedback on from the case company
- Any other information you see relevant, which will assist the teacher and the case company to provide feedback for you

Use Times new roman font size 12, and return the document in either word or PDF format. Remember to include a cover page with:

- all group members names and student numbers indicated
- the email address for person nominated as your group contact person towards the case company (using official Aalto-email for all company and course communications)
- Date of the submission

After returning your project proposal via the submission box in Mycourses, you should book your feedback slots with the case company (all group members should attend these):

- Feedback slot for immediately after the submission of your plan
- Feedback slot before submission of your work

You should also book at least 1 feedback slot with the course teacher during weeks 3-5 when conducting the independent groupwork. There are weekly meeting options available for each group, but at least 1 meeting is mandatory. For the 1 mandatory meeting, all group members must attend, for any additional slots you want to use to meet with the teacher, you can choose which one of your group members will attend.

All the above meeting slots are available for booking within the Mycourses site for your case assignment.