

EM701 Option 2: Project Proposal Outline

1. **Title page:** Include an original title, author, course, date, committee chair and members, and Academic Integrity Statement.
2. **Abstract:** Summarizes the purpose, scope, and main points of project proposal. This part of the project proposal paper is typically written last. Guideline is 350 words or less. The final abstract is used in combination with the project title and committee members to announce your oral presentation and may be saved to the ETM website upon successful completion of EM701.
3. **Introduction:** Introduces the theme of the work project or research project and how all the related areas fit together, also typically provides a general background and elaborates on the purpose and scope of the project proposal.
4. **Problem / Opportunity Statement:** Provides the context of the problem or opportunity to be addressed by the proposed work project or research project. Provides a persuasive explanation as to why this is a tough problem being addressed and why it is important. Defines the stakeholders – those who have a vested interest (active or passive) in the problem or opportunity and its solution and documents their wants and needs and how they will be addressed. Acknowledges as stakeholders those who can make or break the planning and implementation of the project research, findings, and proposed action plan.
5. **Literature Research / Background:** Describes what has been done before to address this problem or similar problems and what was the outcome of those previous efforts. Research on similar problems from different domains to supplemental known solutions tried in current domain, is strongly encouraged. Should address what was worked well and what needs work in the existing solutions.
6. **Proposed Project Strategy and Approach:** Describes your engineering management related work project or research project strategy and approach. This is the core of your EM701 project plan. Explain in as much detail as feasible what you propose to do for your project, how what you are doing is different than what was tried before or is currently being implemented, and what milestones you need to achieve and by when in order to complete the project by the end of your final EM701 semester (the final semester may be the current semester or may be a subsequent semester, depending if you have opted to complete the project proposal in an earlier semester or in the final semester of EM701). This will most likely be an iterative process as you are developing the final plan for your project.
7. **Anticipated Results:** Describe what your project work is expected to achieve, what results you are expecting, what the impact will be of the completed work project or research project. Describe here a detailed vision of what the future will be like, and how it will have changed, as a result of project success. Explain how your work on this project will make a difference. Delineate your specific role (if your project is in the context of a larger company project).
8. **Core Engineering Management Areas:** Explain in detail how your work project or research project will enable you to extend your knowledge and understanding of the multidisciplinary nature of engineering management in each of the core six areas of the Engineering and Technology Management program: 1) Managing Organizations and People; 2) Managing Financial Resources; 3) Managing with Analytical Methods; 4) Managing Projects; 5) Managing Variability; and 6) Managing Strategy. Explain what principles, concepts, applications, etc. are to be addressed. Demonstrate your ability to synthesize and apply what you have learned throughout the program.
9. **Conclusion:** List the implications of the anticipated or known (to date) results of the work project or research project. Summarize what is or will be performed, any lessons learned to date, future

research that could pursued post this research being completed, and next steps and the forward plan.