



MS611 Project title And Outline [Form 611-7]

Using this form and MS Word, student is to submit proposed detailed project title and outline. Academic Advisor approves the outline by signing below.

- I. Title of Project - _____
- II. Table of Contents
- III. Abstract (Rationale for choosing topic)
 - a.
 - b.
- IV. Introduction (Include work experience)
 - a.
 - b.
- V. Define Problem (What needs to be improved)
 - a.
 - b.
- VI. Body of Paper (Implementation Plan)
 - a. Who –
 - b. What –
 - c. Where –
 - d. When –
 - e. Why –
 - f. How –
- VI. Case Study (List company name)
 - a.
- VII. Recommendation
 - a.
 - b.
- VIII. Conclusion
 - a.
 - b.
- IX. References

Student's Signature

Date

Academic Advisor's Signature

Date

Choosing A Good Title

Your title should be in the form of a recommendation, whether for a company, organization, industry or country:

- The United Nations **should** have a meeting on world hunger **to improve** the living standards of people living in rural areas.
- Target **needs to** increase the number of associates in its returns department **to increase** customer satisfaction.

Do not pick a general topic and apply it to every company:

- Search Engine Optimization (SEO) helps companies increase their page ranking.

Your recommendation must be targeted at a specific company, organization, industry or country. That way, in your paper you can focus on what the specific company, organization, industry or country needs to do, rather than the topic in general:

- Bad: In SEO, you need to post things about your business on different blogs. My Accounting Firm should post information on different blogs.
- Good: Smith (2010) states, "Posting about your business on different blogs will increase your search results." In order to accomplish this, My Accounting Firm should post that it offers free consultations on Deloitte's blog. The best place on Deloitte's blog to post it would be under the Affiliated Businesses section. That way search engines and readers will associate My Accounting Firm with Deloitte, one of the top accounting firms in the nation, increasing website clicks and page ranking.

Key point: be specific. We know what SEO is. We do not know what My Accounting Firm needs to do. Tell us. Also, state what My Accounting Firm should NOT do. Analyze the costs of alternative strategies (newspaper advertisement, magazines about accounting).

In your paper, explain WHO, WHAT, WHERE, WHEN, WHY, HOW.