**BIS 305**

**Individual Research Project Proposal**

Each student must select a topic on an area of business (i.e. accounting, finance, health care management, human resource management, marketing, operations management, supply chain management) and describe applications (at least 3) of Business Analytics in the area. For each application, provide at least two examples (not included in the textbook). A paper and a presentation on the topic are required. The paper and presentation will be due during the last week of the semester.

The paper should be about 2000 – 2500 words long and should cite an adequate number of sources. The content of the paper will be graded. The paper will also be graded based on organization and readability.

The presentation of the paper will be about 3-5 minutes long. The content and the delivery of the presentation will be graded.

The first step is to select a topic and obtain the instructor’s approval. To obtain the instructor’s approval you should hand in a proposal describing the topic and any sources you have identified.

You should obtain approval for your topic by **November 7th.**

* **Research and Development:**
  + - **Descriptive research** is a type of research that is used [**to describe the characteristics of a population**.](https://www.researchconnections.org/research-tools/study-design-and-analysis/descriptive-research-studies)
    - By combining big data with a **predictive analytics** engine, your business can:
      * [Find the root cause of business decisions, including failures, in near real-time](https://www.plugandplaytechcenter.com/resources/how-to-leverage-big-data-in-your-rd-department/)
    - **Prescriptive in research answers the** [“What should we do next?”](https://online.hbs.edu/blog/post/prescriptive-analytics)