

## BINUS University

<b>Academic Career:</b> <i>Undergraduate / <del>Master</del> / <del>Doctoral</del> *)</i>		<b>Class Program:</b> <i><del>International/Regular/Smart Program/Global Class</del>*)</i>	
<input type="checkbox"/> Mid Exam <input checked="" type="checkbox"/> Final Exam <input type="checkbox"/> Short Term Exam <input type="checkbox"/> Others Exam : _____		<b>Term : <del>Odd</del>/Even/<del>Short</del> *)</b>	
<input checked="" type="checkbox"/> Kemanggisan <input checked="" type="checkbox"/> Alam Sutera <input checked="" type="checkbox"/> Bekasi <input type="checkbox"/> Senayan <input type="checkbox"/> Bandung <input type="checkbox"/> Malang		<b>Academic Year : 2020/2021</b>	
Faculty / Dept. : <b>Faculty of Humanities / Language Center</b>		Deadline	Day / Date : Wednesday / 28 July 2021 Time : 13:00
Code - Course : ENGL6131 – English for Written Business Communication		Class : A	
Lecturer : Team		Exam Type : Online	
*) <i>Strikethrough the unnecessary items</i>			
<b><i>The penalty for CHEATING is DROP OUT!!!</i></b>			

### ***Learning Outcomes***

- *LO 1: Apply business communication knowledge (business document structures, polite expression, persuasive language) well*
- *LO 3: Evaluate business decisions (business plan, business proposal, business report)*
- *LO 4: Create business documents (emails, CV, job application letter, business plan, proposal, report, sales letter)*

### Proposal: Business Context

Please tick one of the method below based on your respective lecturer's instruction:

Method of delivery	✓ or ✗
Individual	
Group	

If you tick the "group" option, then please fill out the next table:

No	Name	Parts/responsibilities
1	-	-
2	-	-
3	-	-
Etc.		

In this task, you are going to submit a proposal in business context. Choose one type of the proposals below and give a tick (✓):

Type of Proposal	✓ or ✗
Event Proposal	
Exhibition proposal	
Festival proposal	
Funding Proposal	
Grant Proposal	
Internal training proposal	
Investment Proposal	
Project Proposal	
Sales Proposal	
Others: (please write down here)	

#### Scenario:

Please consult to your lecturer on this directions.

Example: Your lecturer is the CEO from your company. He is going to celebrate ....party. Compose a proposal with Rp.....

Your proposal should include:

- **Title**

Title page

- **Table of Contents**

An organized listing of your document's chapters, sections and, often, figures, clearly labelled by page number

- **Executive Summary**

This section provides an overview of a larger document or research and is usually the first thing your reader will see.

- **The Problem Statement**

Verified by,

Chandra Kurniawan Wiharja (D4802) and sent to Language Center on June 30, 2021

A concise description of an issue to be addressed or a condition to be improved upon.

- **The Proposed Solution**

This section shows how you can alleviate your prospective reader's/audience problem.

- **Timeline**

This section provides details of the execution of plans and strategies, to accomplish long term goals of your proposal

- **Costs Estimation**

This section provides details about the future income statement and cash flow or cost projection

- **Closing**

This section summarizes everything you have promised to deliver so far, including what you expect from your prospective reader/audience.

Your proposal should be using **Times New Roman** font 12, space 1.5, Top margin and left margin should be **4 cm**, Right margin dan Bottom margin should be **3 cm**; The allignment used should be "Left Allignment".

The evaluation criteria of this business proposal are:

- **Format and organization (20%)**
- **Purpose and session type (25%)**
- **Creativity (20%)**
- **Language and Grammar (20%)**
- **Research and documentation (15%)**

## **PROPOSAL SAMPLE**

**Company Logo/picture**

**Prepared for:**      Lecturer's name

Position

**Name of company**

**Prepared by:**      **Student's name (NIM)**

## Table of Contents

### Executive Summary

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### Problem statement

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### Proposed Solution

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### Timeline

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### Costs Estimation

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 ..... 4

### Closing

.....  
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## Executive Summary

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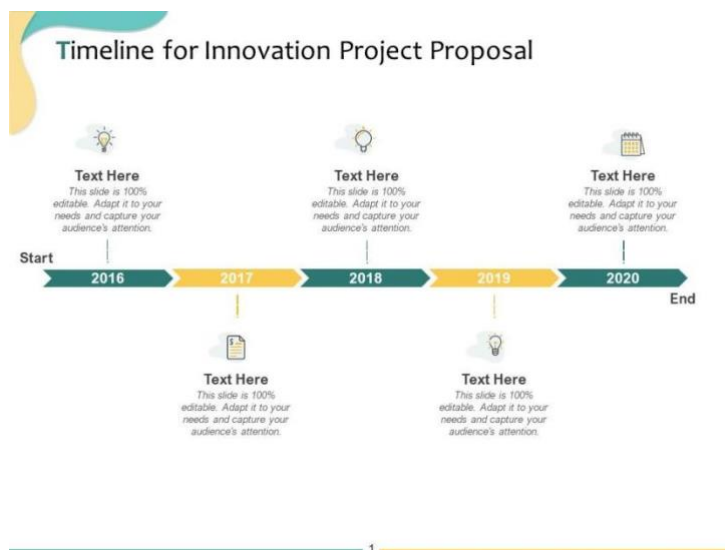
## Problem statement

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## Proposed Solution

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## Timeline



## Costs and Budgetting

Cost 1	Rp.
Cost 2	Rp.
	----- +
	Rp. ,-

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## Closing

--- Good Luck ---