COMM 2216   Proposal Assignment   20%

For this assignment, you will write a proposal in which you suggest that a company make a substantial investment in some kind of software, technology, or IT change. You can suggest any industry-related topic that is sufficiently complex to require a formal proposal, as defined in the lectures in weeks 5, 6 and 8, and in chapters 7, 9, and 10 in the textbook.

You will be writing in teams of three or four depending on class size. The [sign-up sheet](#) shows the available team sizes.

Previous student proposals have involved ideas such as
- developing a new app
- developing various software products
- developing software to change business operations.

Titles from previous years' reports include
- Proposal to Implement a Subspace Neural Physics Engine into Tom Clancy's Rainbow Six Siege
- Portable Data Terminal (PDT) Software Upgrade for Canada Post
- Proposal to Develop a Web Application for BestBuy Marketplace Sellers
- Proposal to Create an AR Mobile App for the Vancouver Aquarium
- Proposal to Implement RFID Retail Stock Management
- Proposal to Introduce 3D Food Printers to Vancouver General Hospital.

You will not be expected to get all the financials correct or to have mastered the business case for your proposal, but you will have to do some research to ensure that your technology is feasible and to describe realistically how it will work and be implemented.

Before starting on your proposal, consult with your instructor to ensure topic approval. We don't want to stifle your creativity; we just want to make sure that your topic is feasible: not too simple to fill a formal report and not so complex that you will need to exceed the length requirement.

The body of the proposal (that is, excluding the letter of transmittal, title page, table of contents, references, appendices, etc.) should be twelve to sixteen pages.

Project Deadlines

You will lose unspecified but serious marks for failing to meet the following deadlines.

Week 1: Form groups and suggest topic in sign-up sheet.

Week 2: Submit link to shared doc into your group assignment folder (created by the instructor). The doc should contain an outline and show some (however, modest) progress with the research and planning.

Week 3: Substantially filled in rough draft; bullet points are fine, but provide some content under the headings.

Week 4: Midterm week. If the lab instructors have time, they'll provide some feedback on your reports.

Week 5: Full lab on the proposal. You must have a substantially written and formatted draft for the lab instructors to review during the lab.

Week 5: The proposal is due on Saturday, Nov. 01, at 11:59 pm.

Important: The intent of these interim deadlines is not to babysit you, but to watch your work in progress, to ensure that it's not all being done at the last minute by AI. You are welcome to use AI to edit your drafts or create a rough draft from your outline notes (See AI Acknowledgement on p. 4), but if we get the sense that AI did all or too much of the work, you'll receive a zero for the assignment, and good luck with the appeal.

Proposal Structure and Content Checklist

Letter of Transmittal – separate from the report
- Addressed to instructor
- Explains your choice of topic and assumptions
- Highlights key aspects of the topic and report
- Follows letter format (Comm 1116)

Title Page
- Title of Report
- Name and title of primary reader (instructor)
- Name and title of authors
- Date of completion
- Does not have a page number

Table of Contents (TOC)
- Shows clear report organization
- Shows page numbers for all sections; employs a tab leader
- Numbered differently from report body (lower case Roman numerals)

List of Tables, and List of Figures
- Lists all tables and figures in body of report
- Can be on same page as TOC if they fit on same page
- Shows page numbers on right; employs a tab leader

Summary (start of report body)
- Sums up entire report – reader should fully understand report
- Provides overview
- Includes all essential information from major sections
- Approximately 10% of report in length
- Arabic page numbering starts here (1, 2, 3)
- On a page of its own

Introduction/Background
- Describes the current situation and establishes reasons for proposal (problems with the current situation)
- Clearly states proposal idea (solutions)
- Implies or briefly presents benefits of proposal ("to resolve these issues, we propose to …")

Proposal Details
- Thorough technical description of the solution and its benefits, which are merely enumerated in the introduction
- Complete, detailed, comprehensive
- Shows *deliverables* – At end of phase 1…

Schedule
- Clear, complete and realistic
- Explains how the proposal will be carried out in each phase/stage
- Shows beginning and end
- Based on *referenced* data
- Includes a Gantt chart that summarizes the process and shows the timeline

Evaluations
- Provides ongoing measure of progress
- Establishes how to measure the outcome of the proposal (how the reader will know that the project has been successful: metrics)

Personnel & Qualifications (optional)
- Establishes roles, skills and knowledge of team

Budget
- Clear and complete
- Detailed and comprehensive, allowing for contingencies
- Based on *referenced* data

Conclusions
- Restates clearly why proposal is necessary
- Restates key benefit(s)

Recommendations
- Clearly states how and when the project should begin
- Provides a final, decisive sales pitch

References
- Lists all appropriate references using the APA or IEEE format
- In-text citations refer to each reference

AI Acknowledgement
- Provide a paragraph (or multi-paragraph) summary of how you used AI to help in the creation of the document. You don't need to reprise all your prompts; just indicate how you used the tool. Provide one acknowledgement per team member.

Appendices (end of report)
- Provides additional supportive information/raw data
- Referred to in the report text (Appendix A shows….

Use of Figures in Report
- All figures have captions below the figure
- All figures are referred to in the preceding text ("Figure 1 below shows/as seen in Figure 1")
- All figures are explained in the text

Use of Tables in Report
- All tables have titles (captions) above the table
- All tables are referred to in the preceding text
- All tables are explained in the text