**Project proposal:**

evaluation criteria:

* objectives and background (25%)
* problem statement (20%)
* business questions (20%)
* methodology (30%)
* table of contents and References (5%).

**What Must Be Considered in the Proposal?**

The following points must be considered in every proposal:

* Title page (Proposal and Project Report):
  + Name of the university, department, and the chair
  + The provisional title of the Project Report
  + Author: surname, family name, matriculation number, postal and e-mail address
  + Examiners
  + Place and date
* Background and motivation of the Project Report (why to write a work about this topic?)
* Problem statement and research questions (3 to 5). Each research question has to be specified, why the research question is relevant, and how a research question will be answered (i.e., using which research methods, e.g., discussion of the literature, case studies, or an empirical study). Recommendation: Define them in Objective-Key-Results format with measurable metrics.
* Data Sources: Briefly description of the data sources
* Objectives and output of the Project Report (what must be achieved within the work?)
* Addressee (who is supposed to use the results of the work?)
* Proceeding and method (which research methods are used?)
* Time schedule (~5 milestones; sub-goals, activities, steps)
* Contents (provisional table of contents with two hierarchical levels)
* Literature (at least ten sources)