

**W. P. CAREY SCHOOL OF BUSINESS HONOR CODE MASTER’S PROGRAMS**

We, the students of the W.P. Carey Master’s programs, are committed to maintaining the highest levels of honesty, integrity, and professional courtesy for ourselves and amongst our classmates. We believe that ethical behavior is not only the cornerstone of a good academic program, but of good business as well. As such, we are steadfast in our commitment to the following principles:

* Academic Integrity – We view the W.P. Carey Academic Integrity Policy as a living, breathing document, not just concepts on a page. As such, we are resolute in ensuring that we abide by the principles contained within, both in letter and in spirit. Furthermore, we will hold our classmates to the same high standards to which we hold ourselves.

* Consideration of Others – As W. P. Carey students, we believe that we should treat others as we wish to be treated. To this end, we will be considerate of classmates, professors, and recruiters in all aspects. Furthermore, we will constructively add to the collaborative environment by helping and encouraging others.
* Professionalism – As W. P. Carey students, we believe that the behaviors we practice today will become habit in the future. To that end, we are committed to act in a professional manner in all school settings, including classes, networking events, and interviews. We will be cognizant of the fact that we are representing the program and our classmates at all times.

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Onsite MSBA Applied Project Report

Spring 2017

W.P. Carey, ASU

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| --- | --- |
| Topic |  |
| Team | Team ID, e.g., A-02 |
| Team Members | As assigned by GPO |
| Client information (if applicable) | Company, Division, Full Name, Contact Information |

This Applied Project Report must not exceed 15 pages including figures and tables.

Use this template as-is; do not change font-sizes, margins, or line-spacing. You need neither an additional cover page nor a Table of Contents. Upon completion, you should remove all text that uses this Instructional Text Style (You can select all using a Home/Styles option).

Use the following guidelines for Figures, Tables, Symbols and Equations:

* All figures must be high-resolution
* All figures and tables must be indexed and captioned
* All symbols must be explained before they are used
* Define each acronym at its first use.
* All equations must be accompanied with a summary of what the equation is saying
* Make consistent use of symbols throughout the paper (do not use more than one symbol to mean the same thing, and do not use more than one symbol for the same thing)

# **Executive Summary**

This is the “elevator pitch” of your Applied Project. Be succinct and precise.

* What is the Problem?
* Why is it important to solve (from a business or social standpoint)?
* What approach did you use to solve the problem (methods, tools, platforms)?
* What were the Key Results?
* What were the Conclusions (from a business or social standpoint)?
* What are known limitations of the approach, and what future extensions are possible?

The Executive Summary must not exceed 500 words.

# **Background**

Provide background on the problem domain. Use simple language to contextualize and situate the problem space. Assume the reader has no background in the problem domain.

# **Problem Statement**

This section must cover the following:

* What is the problem?
* Why is it important to solve this Problem from a business or social standpoint?
* Who will use the solution you have come up with and how?
* How have you scoped the problem; what assumptions you are making?

# **Methods**

This section must cover the following:

* Overall approach taken to solve the Problem
* Why you took this approach
* Datasets used. This must include:
  + Process of collection and extraction of datasets (including sampling, duration, etc. where appropriate);
  + Any nuances of the datasets and how you handled these (such as missing data);
  + Any steps taken for cleaning or transforming the datasets
* Analytical Models used. This must include:
  + Rationale behind picking these models;
  + Model Parameters;
  + Features;
  + Training, Testing, and Validation Steps;
  + Model performance
* Tools/Platforms used

# **Results and Conclusions**

This section must cover the following:

* What are your key results?
* Why are these important from a Business or Social Standpoint?
* Who can use the solution you have come up with and how?
* What are the limitations of your solution (due to data, scope, assumptions, approach, models, etc.), and how can this work be extended in the future?

# **References**

This section must provide citation and credit to any prior work you have referenced or leveraged for this project. This might include:

* Journal or Conference Papers
* Fair use references on the Internet
* Fair use code on the Internet
* etc.

# **Appendix – Reproduction of Results**

This section must provide step-by-step guidance on how to reproduce your results.

List all of the following:

* Location or Links to Data Sources, along with any required access information
* Tools/Platform used to run analysis, along with any required access information
* List of scripts that were used to run the analysis, along with location of folder on BB where these have been submitted
* Guidance on how to run the scripts