**The Final Report**

There is no single approach that works for all projects, but the following Table of Contents both gives you an idea of what we expect and is a useful "default." In almost every case, your project report is expected to include the following:

* Executive Summary
* Statement of the problem
* Background information on both the system and the organization, including (if relevant):
	+ methodology for gathering information and findings (place research design details in appendix if necessary)
	+ business model of the organization
	+ value proposition of your innovation
* Mission, goals, objectives
* Description of existing system
* Requirements for the proposed system
* Alternative(s)
* Evaluation of alternatives (general discussion, effectiveness measures, etc.)
* Economic Feasibility Analysis (or Cost Comparison, if appropriate; can be separate or part of the evaluation of alternatives)
* Recommendations
* Implementation (include analysis of organizational barriers or issues and diffusion of innovation strategy)
* Plan for evaluation (Any new or revised system should be evaluated after it is up and running. Include a brief section on how and when this evaluation should be done.)

The topic of the report is subject to evaluation on its significance and appropriateness. The report as a whole is evaluated on its clarity, logic (does it hang together?), thoroughness, and persuasive writing style.

The final report for your project is to be written as a report (not a PPT presentation) in standard business English, portrait mode. Each section of the paper will be evaluated on whether it is missing, not needed (rare), or whether the quality is excellent, good, fair, or poor. Put supporting information in appendices so that the project report is easy to follow and looks professional.

General guidance on what we expect: think of yourself or your group as a consultant and that this is work for hire. Write it as professionally as possible -- business writing, professional graphics and layout -- this is the last practice before reality starts.