**Term Paper Title**

 Your Name (14 pt Times New Roman)

 BA 301 Final Term Paper

 Section Number (e.g., Section 002)

 Date

**Table of Contents**

[Executive Summary 3](#_Toc162677770)

[Position 5](#_Toc162677771)

[Sense 6](#_Toc162677772)

[Uncover 7](#_Toc162677773)

[Solve 8](#_Toc162677774)

[Build 9](#_Toc162677774)

[Achieve 10](#_Toc162677774)

[Bibliography 13](#_Toc162677776)

**Executive Summary** (this should be in 14 pt Bold Arial)

This is the first paragraph of your executive summary. It should be indented, it should be double-spaced, and it should be in 12 pt Times New Roman font (as should the rest of the body of your term paper). An executive summary should be no longer than two pages (and preferably shorter), and should be written after your paper has been completed. It is a **complete summary** of your recommendations, and the reader should get a clear picture from this section alone. Assume that the reader reads nothing else. The rest of this is just filler text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam et ante non nisi gravida hendrerit. Suspendisse potenti. Aliquam lacinia purus ac sem. Vestibulum lectus justo, cursus ac, dictum et, vehicula ut, augue. Aenean metus diam, suscipit sit amet, vestibulum nec, congue vel, augue. Mauris nonummy purus sit amet elit. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean egestas condimentum risus. Integer nec dui. Etiam eu lectus. Morbi vel elit non erat auctor convallis. Praesent tempus varius neque. Sed enim ligula, tincidunt auctor, pharetra ac, convallis non, orci. Suspendisse potenti. Cras erat. In ultricies consequat lacus. Aenean ipsum tortor, dignissim eget, pretium id, ultricies non, lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Curabitur aliquet. Vestibulum nec quam.

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**Position**

This section explores the context and background of the problem solving situation for your chosen company, and it should start on a new page after the Executive Summary. **This is the only section that starts on a new page!** This is where you attempt to understand the organization’s goals, mission/vision and key stakeholders, and it will guide the rest of your problem-solving activity.

This section should be at least a page or two and could be longer. The rest of this text is just filler and does not reflect actual length. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam et ante non nisi gravida hendrerit. Suspendisse potenti. Aliquam lacinia purus ac sem. Vestibulum lectus justo, cursus ac, dictum et, vehicula ut, augue. Aenean metus diam, suscipit sit amet, vestibulum nec, congue vel, augue. Mauris nonummy purus sit amet elit. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean egestas condimentum risus. Integer nec dui. Etiam eu lectus. Morbi vel elit non erat auctor convallis. Praesent tempus varius neque. Sed enim ligula, tincidunt auctor, pharetra ac, convallis non, orci. Suspendisse potenti. Cras erat. In ultricies consequat lacus. Aenean ipsum tortor, dignissim eget, pretium id, ultricies non, lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Curabitur aliquet. Vestibulum nec quam.

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**Sense**

Use this section to explore the problems facing the organization. Gather data, prioritize the problems and choose one that you will address in the remainder of the paper. Make sure that you are actually describing problems – a disparity between actual and desired. Provide a clear problem statement. Back it up with data gathered during your research. Use some root cause analysis to ensure that you aren’t mistaking symptoms for problems. Refer back to the Position section and note any new stakeholders and any conflicts with the corporation’s mission and vision. As I finish reading this section, I should have a clear idea of the problem you are solving throughout the rest of the paper. If there is no single cause for your problem, list the range of possible causes. Use the next section of the paper to refine the problem in order to generate solutions.

The rest of this text is just filler and does not reflect actual length. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam et ante non nisi gravida hendrerit. Suspendisse potenti. Aliquam lacinia purus ac sem. Vestibulum lectus justo, cursus ac, dictum et, vehicula ut, augue. Aenean metus diam, suscipit sit amet, vestibulum nec, congue vel, augue. Mauris nonummy purus sit amet elit. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean egestas condimentum risus. Integer nec dui. Etiam eu lectus. Morbi vel elit non erat auctor convallis. Praesent tempus varius neque. Sed enim ligula, tincidunt auctor, pharetra ac, convallis non, orci. Suspendisse potenti. Cras erat. In ultricies consequat lacus. Aenean ipsum tortor, dignissim eget, pretium id, ultricies non, lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Curabitur aliquet. Vestibulum nec quam.

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**Uncover**

Based on the problem described in the previous section, gather additional data in order to better understand the causes and implications for the various stakeholders and refine the problem statement. Develop a number of potential solutions and describe them in as much detail as possible given the constraints of the paper. This might be a good place to use some of the tools described in class, such as mental maps, brainstorming and fishbone diagrams (if you haven’t thoroughly determined the cause).

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**Solve**

Once you have a number of good solutions to choose from, use your research and collected data to evaluate the different alternatives, make a choice and clearly state your recommendation.

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**Build**

This section should include an ethical screen and feasibility analysis for your recommendation. This is also the place to complete a Cost-Benefit Analysis.

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**Achieve**

To the extent possible, prepare a brief discussion of how your solution can be implemented. Describe the steps that will be required to put your solution into effect. If you are able to define the steps with sufficient clarity, you can also include a timeline and budget for the implementation. Develop a set of measures that can be used to evaluate the effectiveness of your solution in delivering proposed benefits. Discuss when, how often, and how the solution should be evaluated.

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**Bibliography**

*Note: You should have at least ten sources, and two must be peer-reviewed. Use MLA style guidelines. Here are some sample sources for format guidelines only.*

Besthoff, Len*.* “Cell Phone Use Increases Risk of Accidents, but Users Willing to Take the Risk.” *WRAL Online.* 11 Nov. 1999. Web. 12 Jan. 2011. <http://www.wral-tv.com/news/wral/1999/1110-talking-driving/>.

Haughney, Christine. “Taking Phones Out of Drivers’ Hands*.” Washington Post* 5 Nov. 2000: A8.

Redelmeier, Donald A., and Robert J. Tibshirani. “Associations between Cellular-Telephone Calls and Motor Vehicle Collision.” *New England Journal of Medicine.* 336 (1997):453-58. Business Source Premier. *EBSCOHost.* Web. 12 Jan. 2011.

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**Appendix**

If you have arguments or data that are needed to support your recommendations, but are too lengthy to include within the body of your report, include one or more appendices. If you use appendices, you must reference them in the body of your report.