**Portland State University**

**School of Business Administration**

**BA 301: Research and Analysis of Business Problems**

**Term: Spring 2011**

Homework Assignment #3 Instructions

Format/Requirements

* Hand this in during the class session, not by email.
* Use Times New Roman, 12-point font.
* Make sure you show your name, course number, and section number on the page.
* Number the answers, and place them in the correct order

Questions

1) What is a Cost-Benefit Analysis, and what purpose does it serve? Describe the difference between tangible and intangible costs, and provide a specific example of each.

2) Think about a recent personal decision you’ve made where you were choosing from a few alternative solutions. Apply a decision matrix with weighted criteria (as done in the class session) to the decision. Describe your choice, why you made it, and include the matrix with your answer.

3) By this time, you’ve done much of the research for your paper. You have done research, right? Prepare a draft outline for your term paper – to three indentation levels. Refer to the term paper template on the web site for structure. I expect that you will have more detail for the first four sections at this point in the class. Create the outline using a format such as this:

1. Executive Summary (don’t put anything here!)
2. Position
   1. your info should go here!
      1. your info should go here!
      2. your info should go here!
      3. your info should go here!
   2. Your info here
   3. Etc.
3. Sense
   1. your info should go here!
      1. your info should go here!
      2. your info should go here!
   2. Etc.
   3. Etc.
4. Uncover
   1. your info should go here!
      1. your info should go here!
      2. your info should go here!
   2. Etc.
   3. Etc.
5. Solve
   1. your info should go here!
      1. your info should go here!
      2. your info should go here!
   2. Etc.
   3. Etc.
6. Build – if you can!
7. Achieve – if you can!