

**Additional Requirement for Honors Students in:
MKT 2100, MGT 2000, MGT 4600**

1. **Objective:** The additional assignment will provide an opportunity to honors students enrich their academic experience by applying theories learned in the course to a specific issue or topic. The assignment will allow in-depth study of theoretical concepts and more advanced analysis of the chosen topic. Furthermore, the assignment will prepare students for more extensive writing required in subsequent courses in the honors business track (e.g., thesis and practicum related courses).
2. **Student learning outcomes:**
 - Ability to apply theoretical concepts to develop solutions to business problems Increased analytical and critical thinking skills
 - Improved scientific writing skills
 - Ability to conduct business research
3. **Requirement:** The students will agree on a research topic with their instructor and will be required to submit the following to the professor and the program director:
 - a. At the beginning of the semester: one page outline of the assignment including the topic under investigation, the frameworks/concepts/methodologies that will be used, and the questions that will be addressed,
 - b. Mid-semester draft: a draft of the assignment will be provided to give the professor a chance to review and give a constructive feedback to the student. The student will use this feedback to revise the assignment for the final submission.
 - c. At the end of the semester: a research paper which will adhere to the following structure and format:
 1. **Cover page** with the following information:
 - Student name and date, Instructor's Name, and Project Title
 2. **Analysis section** (5 pages) with the following information:
 - Importance of the topic and relevant literature
 - Analysis and discussion / conclusions
 3. **Cited sources/references** (APA style)
 4. The paper format will be as follows:
 - Arial font, 10 points, single-spaced (NOT double-spaced)
 - 0.5 inch top and bottom margins, 1.0 inch left and right margins
 - Citations appear on a separate page
4. **Assessment criteria:**
 - Contribution to the learning outcomes of the course
 - Ability to link theoretical concepts to topic of assignment
 - Originality and the ability to synthesize extant literature / ideas
 - Quality of writing
5. **Supportive reading material:** Will be provided by the instructor relevant to the course and the chosen topic