**Business Research Paper (or Presentation) Project Template**

**Step 1**= Select your topic.

**Step 2**= Determine what type of paper you will write.

* Analytical Paper‐ Breaks down an issue or an idea into its component parts, evaluates the issue or idea, and presents this breakdown and evaluation to the audience.
* Expository Paper‐ Explains something to the audience.
* Argumentative Paper‐ Makes a claim about a topic and justifies this claim with specific evidence. The claim could be an opinion, a policy proposal, an evaluation, a cause‐and‐effect statement, or an interpretation. The goal of the argumentative paper is to convince the audience that the claim is true, based on the evidence provided.
* Cause and Effect Paper‐ Explains one action or event that caused certain effects to occur; identifies patterns and explains why things turned out the way they did.
* Narrative Paper‐ Tells a story in such a way that the audience learns a lesson or gains insight.
* Descriptive Paper‐ Describes a person, object, or event so vividly that the reader feels like he/she could reach out and touch it.

**Step 3**= Develop your Thesis Statement with these four characteristics:

* Takes some sort of stand
* Justifies discussion
* Expresses one main idea
* Is specific

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| **Good** | **Better** | **Best** |
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**Step 4**= Write your introductory paragraph with your thesis statement as the last sentence.

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| Introductory Paragraph with Thesis Statement |

**Step 5**=Write your three supporting paragraphs and a conclusion paragraph.

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| Supporting Paragraph 1 |
| Supporting Paragraph 2 |
| Supporting Paragraph 3 |
| Conclusion Paragraph |

**Step 6**= Review, Edit, Submit

**Step 7**= Revise (if necessary) and turn in final draft