**PLAN OF APPROACH**

**for**

***<Company name>***

# Footer

For the practical business assignment   
within the subject of:  
International Business

Team *<number>*:

*<team member names>*

Academic supervisor:  
*<name>*

This document provides you with a short template of what your plan of approach of this project should look like. In the sections below, the minimum requirements of the project plan are written down, please look at the red text and provide the necessary information there.

Typical plans of approaches are 5 to 7 pages long with an as clear and specific as possible description (SMART) of what you are going to research during the project. Don’t hesitate to add one or more annexes to include information that you already have. You can also add different sections or subsections to elaborate on other issues that you as a team think are important.

# Introduction

*The Introduction consists of an overview of the project and a short description of what is included in the plan. Don’t go into too much detail here, as this part gives just the overall information about the reason that this project is there and what the client’s problem is.*

*You should have a summary of the project in this part.*

# Project Scope

*State the scope of the project in this part of the document. Please be very thorough in describing what exactly you are going to research. In this section appear the research questions that you have been given, as well as the operationalisation of different concepts and terms that you made as a team about how you are going to tackle these questions. The more detail in this part, the better your end result, as it will be much easier for academic supervisors to give you feedback about the direction of your project. It will help to eliminate confusion between team members as well about what is going to be included in the project and what not.*

# Division of Tasks

*In this section, you describe the tasks and responsibilities of the different team members. Among each other, you divide tasks that have to be done to come to a good result for the client. Make sure to describe very clearly for which part each team member is responsible.*

# Project planning

*Provide a list of milestones including dates for each milestone. Don’t forget to add a description what each milestone consists of and why it is important. Provide a Gantt-chart as well, so that the client and your academic supervisor can see quickly when you will work on a certain subject.*

# Communications Management Plan

*The most complicated matter in this international business project is communication. It is hard to communicate on distance, but please provide here how you stay in touch with one another, before meeting face to face. It is also important to appoint one person from the team as responsible person to communicate with the academic supervisor. In this section you also describe how often and when you will set up a team meeting, for example via Skype or any other platform that will help you as a group to effectively communicate on distance.*