

Business Research Method

Unit 1 Part 2

By

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Research Proposal

- A Research Proposal is a document proposing a research project, generally in the sciences or academia, and generally constitutes a request for sponsorship of that research. Proposals are evaluated on the cost and potential impact of the proposed research, and on the soundness of the proposed plan for carrying it out.
- Document that is typically written by a scientist or academic which describes the ideas for an investigation on a certain topic. The research proposal outlines the process from beginning to end and may be used to request financing for the project, certification for performing certain parts of research of the experiment, or as a required task before beginning a college dissertation.

Elements of a Research Proposal,

- Background of the study
- Problem Statement
- Objectives of the study
- Significance of the study
- Limitation of the study
- Definition of terms
- Literature Review
- Methodology

Drafting a Research Proposal

- **THE PROBLEM:** Provide a Succinct Statement (one paragraph)
- **BACKGROUND:** Create a Common Ground of Understanding
- **LITERATURE REVIEW:** Enter into the Scholarly Conversation
- **OBJECTIVES:** Preliminary Arguments
- **METHODS:** How the Research will be Conducted

Evaluating a research proposal.

- Make sure the proposal responds to your objectives.
- Sampling plan.
- Questionnaire.
- Data collection approach.
- Data processing.
- Analysis.
- Deliverables

