Module Code: BDM131

Module Name: Research Methods for Business

**Coursework Title:**

Project proposal

**Task Details/Description:**

The Project Proposal is a document which proposes the MBA project topic and sets out: (a) the project context, aims and objectives; (b) a brief literature review and references (the nature of the literature review will differ between the project types as explained below); (c) the proposed research or investigation methods; (d) any ethical issues and how they will be dealt with, and (e) the plan of work specifying the tasks and time-table for the completion of the Project. Further guidance on writing an effective proposal will be provided during the module.

There are three types of Projects: (a) consultancy or internship type; (b) business plan, and (c) specialist topic. The Proposal varies between Project types as explained below.

**Suggested structure of the Project proposal**

*Title: Short and informative*

*Introduction section to include Project context and reasons for choice, aim and objectives:*

* *Context and reasons for choice: Background and significance of the proposed Project.*
* *Aim: Clear, concise statement of overall aim of the proposed Project.*
* *Objectives: A list of specific objectives to be achieved to fulfil the aim.*

*Literature review:*

*- Specialist Topic: Critical review of relevant theoretical and empirical literature and explanation of its relevance for the Project.*

*- Consultancy, Internship or Business Plan Project: Review and critique of sector or topic specific evidence and theories. Description with critical appraisal of theories and frameworks to be used and rationale for their use.*

*Proposed research or investigation methods:*

* *This section should outline (a) the methods proposed to collect and analyse the information, and (b) the type of information to be used. The justification for the proposed method and the information to be used should be provided, making reference to the research methods literature and the strengths and weaknesses of the proposed methodology and the information.*
* *Consultancy, Internship or Business Plan Project*

*The specifics of the consultancy or internship assignment and the requirements of the contents of a business plan set the framework for the methodology for these types of projects. Within this framework, how the theories and frameworks (identified in the literature review) will be used should be explained with justification of their use. For example, the elements required in the business plan and the business model canvas are parts of the methodology. Conventional research method issues related to evidence collection, analysis and use are relevant for these Project types.*

* *Ethical issues:*

*A brief discussion of the potential ethical issues which the study raises (typically related to collection of primary data and use and acknowledgment of available sources) and how the ethical issues (if any) will be addressed.*

*Proposed tasks and plan to completion of the Project:*

* *The main practical steps and stages involved in conducting the work and the timetable with the help of a Gantt chart or similar.*

*References:*

* *List of all sources cited in the body of the proposal using the Harvard style - please see link below for an introduction to the Harvard referencing style.* <https://libweb.anglia.ac.uk/referencing/harvard.htm>

*(Note: For further details on writing Project proposals please see the material and recorded sessions in the Blackboard module BDM131.)*

**Module Learning Outcomes Assessed:**

* Knowledge of approaches to business research investigations and related ethical issues.
* Ability to identify and refine business and/or management related issues and topics to be investigated and specify focused research / investigation question(s).
* Competence to make informed judgments on appropriate investigation strategy, design and investigation method.
* Ability to design business research studies using approaches appropriate for the studies.

**Presentation Requirements:**

Word Count: 2,000 words (+/- 10%) excluding the summary/abstract, list of contents, tables, exhibits, references and any appendices.

**Submission Dates & Times:**

1st June 2022 (12.00 noon)

**Assessment Weighting for the Module:**

100%

**Assessment Criteria**

* Clarity in specifying the aims and objectives of the proposed project within context.
* Relevant literature review.
* Specification of the methodology showing awareness of its strengths and weaknesses.
* A plan which is realistic and feasible with respect to data access, analysis and scheduling.
* Overall coherence between aim and objectives, literature review, methodology and plan.

**Ethical Requirements**

Ethical approval is not required for this module. Students are required to explain any ethical issues which may arise in the Project and how they will be addressed.

**Essential Reading for Coursework Task**

**(This is in addition to the reading provided in the module reading list):** None