

Proposal Report Template for Critical Business Inquiry (CSE4072)

Title Page

Title of the Research Proposal: Choose a concise and descriptive title for your research.

Student Name: Your full name.

Student ID: Your university student identification number.

Module Name and Code: Critical Business Inquiry (CSE4072).

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List all sections and sub-sections with corresponding page numbers for easy navigation.

Criterion ECA Individual assessment 100%	Indicative Weighting %
Introduction, Aim and Objectives	20
Literature Review and Theoretical Framework	30
Pragmatics and Sampling 5% Research Design 10% Data collection process 10%	25
Ethical considerations	10
Data Analysis technique	10
Presentation within proposal report considering business project schedule	5
<i>Please note the pass mark is 50%</i>	

1 Introduction (20%)

1.1 Background Information: Provide comprehensive background information relevant to the research topic. Include key facts, statistics, and context to set the stage for your research.

1.2 Rationale: Justify the importance of the research. Explain why this research is necessary and what gap it aims to fill.

1.3 Aim and Objectives: Clearly state the aim and specific 4 to 6 objectives of the research. Ensure they are aligned with the research topic and are achievable.

1.4 Significance of the Problem: Explain why the problem is significant and worth studying.

1.5 Contribution to the Academic Field: Explain how your research will contribute to the academic field.

2. Literature Review (30%)

2.1. Introduction

The introduction should provide an overview of the chapter, its purpose, and how it contributes to your research. It should:

2.2 Theoretical Framework

- Identify and explain relevant theories.
- Discuss how these theories apply to your research.
- If applicable, present a conceptual framework illustrating relationships between variables.

2.3 Literature Review

- Organize literature based on research objectives.
- Summarize key findings of previous studies and link with your research objectives.
- Compare and contrast different perspectives for critical discussion in each objective.
- Address contradictions and explain how your research navigates them for each objective.

Hint: Structure this (2.3) section by addressing each research objective individually. Use your research objectives as section headers and present your findings from literature search under each corresponding objective.

For example:

Research Objective 1: Review the relevant literature and emphasize the key points discussed above.

Research Objective 2: Review the relevant literature and emphasize the key points discussed above.

Research Objective 3: Review the relevant literature and emphasize the key points discussed above.

Research Objective 4: Review the relevant literature and emphasize the key points discussed above.

3. Research Methodology (35%)

In this chapter, you should provide a clear explanation of and rationale for your research design, methods of data collection. Critically reflect on your chosen methodology, clearly identifying research paradigm and explaining the rationale behind its selection. Additionally, must discuss the type of sampling technique you have chosen, along with a justification for why it is appropriate for study. A thorough discussion of the research design and data collection process must be included.

This chapter is particularly important for assessors, as it provides a detailed account of your methodological approach, competencies, and the reasoning behind your choices.

3.1 Research Paradigm and Sampling (5%)

- *Research Paradigm:* Explain the research paradigm (e.g., positivist, interpretivist). Discuss why this paradigm is suitable for your research.
- *Sampling Approach:* Describe the sampling method (e.g., random sampling, purposive sampling) and justify its appropriateness for your research objectives.

3.2 Research Design (10%)

- *Design Type:* Specify whether the research is quantitative, qualitative, or a systematic literature review (SLR) and why is most appropriate for your research topic.
- *Details:* If using SLR as research design, include criteria such as keywords, inclusion/exclusion criteria for SLR, or other relevant details and why is most appropriate for your research topic.

3.3 Data Collection Process (10%)

- *Data Collection Process:* Describe the tools and techniques will be used for data collection (e.g., surveys, interviews, or secondary sources). Explain how data will be collected, provide the links of data sources if you are using secondary data.
- *PRISMA Diagram:* If conducting an SLR, include a PRISMA diagram to illustrate the selection process of studies.

3.4. Ethical Considerations (10%)

Ethical research ensures honesty, transparency, and integrity in data collection and reporting. Students must link ethical considerations to their research topics and discuss in details, the Teesside University's ethics approval process, along with the document required for permission such as Participation information sheet, consent form. If external institutions are involved, additional permissions may be required. Students must handle sensitive data responsibly, ensuring confidentiality and anonymity unless explicit consent is given.

- *Ethical Principles:* Discuss the ethical principles relevant to your research (e.g., informed consent, confidentiality).
- *Ethical Approval:* Describe the process for obtaining ethical approval from the university. Discuss any forms or documentation required.

4. Data Analysis (10%)

The Analysis chapter should align with your research methodology and justify your chosen analytical approach. Structure your chapter logically, ensuring clarity and coherence. Provide sufficient evidence that you understand how to analyse your data effectively. Discuss the feasibility and relevance of the techniques to your research. Explain how the data analysis will help achieve your research objectives.

4.1. Selecting the Right Analysis Method

Identify and justify the appropriate data analysis techniques.

- *Quantitative Research:* Use statistical methods (e.g., descriptive/inferential statistics) with tools like SPSS to analyse numerical data.
- *Qualitative Research:* Apply thematic, content, or discourse analysis to identify patterns and themes in non-numerical data, using tools like NVivo if needed.

4.2. Demonstrating Analytical Competency

- Explain your analysis method step by step.
- Justify your choice with references and highlight studies using the same approach.

Structure and Viable Research Project Schedule (5%)

Your research proposal should be clear, professional, and well-structured, with a logical flow between sections. Ensure your project plan (Gantt Chart) is detailed, aligned with the research process, and demonstrates feasibility.