

Research Proposal

The research proposal should contain the following components: (guidance may be sought from the faculty for clarification and contents for each of the components)

a. Cover page - Topic of the Study should not exceed 10 to 12 words and should convey the objective and scope of the study in a specific and clear manner

b. The main body of the proposal / Contents:

- 1. Brief introduction of the background subject:** (Maximum of one page): Conceptual/theoretical introduction to the specific topic; Introduction to the industry which the study will focus on
- 2. Review of Previous literature:** (minimum one page): Summarize at least five research papers/articles already published which are relevant to the chosen topic; summary includes the objectives, methodology, and findings of each research paper in a paragraph form to facilitate the identification of research gap
- 3. Statement of the problem:** It is a need-based statement written in paragraph form.
Includes description of the specific business-related problem/issue; how the present study addresses the problem; possible benefits and impacts of the study on the issue
- 4. Objectives of the Study:** Should not be more than three; written in bullet form in a crisp and precise manner stating the intended aspects to be studied (Objectives do not include “proposing suggestions / recommendations / strategies”)
- 5. Scope of the Study:** Defines the boundaries of the study, i.e., what is covered by the study, such as period, place, specific products/depts. / companies etc
- 6. Hypotheses:** Should not be more than three; derived from the objectives, it is to be presented as a precise statement which is to be proved or disproved by appropriate testing tools.

7. **Methodology:** Describes the type of research, Sampling plan (target population, sample size, sampling technique), sources of data (primary &/or secondary) & tools for collection of data to be used; If the questionnaire is proposed, it has to be attached to the Research proposal as “Annexure.”
8. **Plan of Analysis:** Identifies the statistical tools/techniques that will be used for the analysis of the data collected; includes the tools to be used for testing the hypotheses
9. **Limitations of the Study:** Summarizes the aspects not covered by the study which limit/restrict the applicability of its findings/outcomes
10. **Conclusion:** Drawn from the expected outcome and not general to the topic or industry/company under study.

Bibliography

The Bibliography should be in the following order:

1. Author, Title of the book, Edition of the book, Name of the Publisher, Place of publication, year of publication.
2. URL address and date on which the data was accessed.

Annexure

1. Questionnaire (if proposed to be used)
2. Secondary data as required

Research proposal Writing Requirement

1. The proposal should be in the third person (Passive Voice).
2. The proposal should be typed only on one side of the paper.
3. Abbreviated words should not be used (e.g., Examination should be written instead of Exams. Mathematics should be written instead of Maths, etc.)
4. If the number is below 10, then it should be written in words (e.g., Two people were consulted and not two people were consulted)
5. Number of pages: Maximum four/five pages
6. Font size: Section heading should be 14, and running text size: 12.

7. Line spacing 1.5
8. Font Style: Times New Roman or Arial only
9. Sections and subsections should be numbered in decimal form.