**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

* Brief history of area of study
* Show understanding and genesis of the problem
* Talk about the global perspective followed by the local scenario.
* Talk about the target group in the study.
* Should be approximately 5 pages (4-6 pages)

**1.2 Statement of the Problem**

* Must indicate exactly what the problem is.
* Indicate why and how it is a problem. Give information to support this e.g. by use of statistics or evidence. This should be derived from background information to illustrate connectivity.
* Length - Maximum 2 pages.

**1.3 Main objective**

* The overall purpose of the study.

**1.4 Specific Objectives**

* Sub statements derived from the main objective.
* Ranges between three to four statements

**1.5 Research Questions/hypothesis**

* They should be in line with the specific objectives, with each questions/hypothesis being derived from each objective.
* The researcher can use questions or hypothesis, but not both.

**1.6 Significance of the Study**

* Should illustrate why the researcher is conducting the research and whom it shall benefit.

**1.7. Motivation of the Study**

* Should illustrate the drivers of the study

**1.8 Scope of the Study**

* This is a kind of a disclaimer. It should cite the focus of the study geographical area or target group/ population.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Introduction**

* This section should describe the content of the rest of the chapter.

**2.2 Theoretical Review**

* The theories (e.g. frameworks or models) that underlie the study should be discussed in this section

**2.3 Empirical Review**

* This section is a review of empirical literature relevant to the problem being investigated.
* A Review of how theories have been applied in the industry/organization under study.

Including recent studies that applied

**2.4 Conceptual Framework**

* The conceptual framework is a figure that should demonstrate the envisaged relationship between variables.
* Describe independent, moderating and dependent variables
* It is derived from literature review.

**2.5 Operationalization of Variables**

* The researcher should use this part to clearly show how each of the variables in his study will be operationalized.
* It should be represented using a table.
* It is derived from conceptual framework