**THE PROPOSAL**

Your proposal is almost the same as your chapter one. It is written in the present tense because you are relating to a research committee what you are going to research and how it will be done. However, when you are at the proposal writing stage, you have not read the annual report and this means that you have not analysed how the coding should be done, and what the categories or themes will be. But use the headings in chapter one, to describe how you intend to analyse the document or annual resort. When you present your proposal slides, remember to reference all statements that are important. Do not spend too much time on introductions. Use only the most important facts.

**PARTS OF THE DISSERTATION**

**TITLE PAGE**

Contains relevant information about yourselve**s.**

**TABLE OF CONTENT**

With correct page numbers

**LIST OF TABLES OR FIGURES**

**CHAPTER ONE: ORIENTATION TO THE STUDY**

* 1. **BACKGROUND TO THE STUDY**
  2. **RESEARCH QUESTION/RESEARCH PROBLEM**
  3. **AIM OF THE STUDY**
  4. **OBJECTIVES OF THE STUDY**
  5. **RESEARCH PARADIGM**

Continue with same headings or steps as in chapter three.

Your last heading after conclusion is **OUTLINE OF THE STUDY**, where you say what each chapter is about, or list the names of the chapters.

**CHAPTER TWO: LITERATURE BACKGROUND**

**2.1 INTRODUCTION**

**The chapter may follow the outline that you think is correct but should discuss the following topics:**

This chapter on literature review will present and discuss extant literature to enable us address the research objectives. The chapye

The company you are researching.

The document of this company that you are researching.

The aspect or topic that you are researching i.e., environmental sustainability, social responsibility etc. Refer to your research question. Your topic can be broken down into segments or parts. Remember that the parts that form your topic are used as categories when you analyse the annual report.

The regulating bodies, or laws that designate what should be revealed or disclosed in the annual report.

**CHAPTER THREE: METHODOLOGY**

**3.1 INTRODUCTION**

**3.2 RESEARCH DESIGN**

Qualitative design with conceptual content analysis.

**3.3 RESEARCH PARADIGM**

Interpretivist paradigm

**3.4 METHOD**

**3.4.1 Contextual analysis**

**3.4.2 Unit of Analysis**

**3.4.3 Coding rules** (see General steps for conducting a conceptual content analysis 1-4)

**3.5 CODING OF TEXT**

**3.6 CATEGORIES AND THEMES**

**3.7 CONCLUSION**

**CHAPTER FOUR: DATA ANALYSIS AND RESULTS**

**4.1 INTRODUCTION**

**4.2 DISCUSSION OF CATEGORIES**

**4.3 DISCUSSION OF THEMES**

**4.4 DISCUSSION OF FINDINGS**

**4.5 CONCLUSION**

**CHAPTER FIVE: CONCLUSION OF THE STUDY**

**5.1 INTRODUCTION**

**5.2 THE UNIT OF ANALYSIS**

**5.3 THE FINDINGS OF THE STUDY**

**3.4 CONCLUSION OF THE STUDY**

**REFERENCES LIST**