

Guide on Proposal

September 2019

Cover Page

1. Use correct format with the right University logo
2. Use sample cover page provided elsewhere
3. Choose the title carefully to appropriately reflect the research
4. The title should capture the technology, application domain and outcome
5. Write proposal as final report in the making

Format

- a. Size A4
- b. Margins – Standard
- c. Font – Times New Roman (or any professional font) NOT the default Calibri
 - Body – 12, 1.5, Justified
 - Chapter Headings – 16, 1.5, Caps, Justified, Centered
 - Sections – 12, 1.5, Capitalize first letter of each word
 - Subsections - 12, 1.5
 - Table of Contents - 12, 1.5, Justified
 - Page Numbering - 12, centered, preferably x of y
- d. Table of Contents
 - Font Times New Roman, 12, 1.5
 - Try and fit only two pages
 - Only top-level sections and subsections to be included
- e. Tables and Figures
 - Choose suitable font and size
 - Should not spread beyond pages
 - Figure must be labeled at BOTTOM
 - Tables must be labeled at TOP
- f. Avoid long winding paragraphs in favour of simpler straight forward statements
- g. Remove unnecessary Spaces in between sections
- h. Avoid Bullets
- i. Avoid different writing styles (often worse as one proceeds with other section)
- j. Avoid poorly structured documents

Order of Report

1. Title Page
2. Declaration
3. Acknowledgement
4. Abstract
5. Table of Contents
6. List of Figures
7. List of Tables
8. Abbreviations
9. Acronyms
10. Definition of Terms
11. Chapters
12. References
13. Appendices

There should be **five chapters** as follows

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: Results and Discussion

Chapter 5: Conclusion and Recommendations

Abstract should contain **carefully selected** statements on the following:

- a) Background
- b) Problem
- c) Objective
- d) Method
- e) Result
- f) Limitation
- g) Conclusion
- h) Value of Study

Problem Statement

- Must short, clear and concise
- Avoid multiple problems or broad or overly ambitious problems
- Vague problem statement leads to unsuccessful proposals
- Must identify an existing gap in knowledge
- A good background prepares the ground for a precise problem
- Key elements: the problem itself, the method of solving it, and the purpose
- Think about
 - ✓ Who the problem affects
 - ✓ What the outcome would be if the problem was not solved
 - ✓ Where the problem is taking place
 - ✓ Why is it important for the problem to be fixed

Objectives

- ✓ Must be carefully stated
- ✓ Must be achievable
- ✓ Must have deliverables
- ✓ The overall objective (or the last) must lead to final deliverable (which must be reflected in the title of the project)
- ✓ For each objective, there must be at least one corresponding research question

Referencing

2. The research must be anchored on literature
3. Do not make unsubstantiated/unproven/unverified statements
4. Follow APA referencing format
5. References should be restricted to journal articles, conference proceeding, policy documents, and professional magazines.
6. Not allowed: Newspapers, speeches, blogs, lecture notes, general website items
7. Avoid old references i.e. more than five years
8. Avoid book materials
9. Cite in own words, correctly and factually. Read abstract and conclusion and understand the substance of the paper being cited.
10. Never copy and paste
11. Avoid misrepresentation of other people's scholarly works
12. Avoid over-description
13. Each and every reference in the body must be listed in the reference list; each and every reference on the list must be shown in the body.
14. Avoid such statement as...
 - According to Kaplan and Norton [17]...
 - A study conducted in Kenyan Banking sector by Barako (2018).....
 - There is very little literature
 - This has not been done
 -
15. Learn when to use et al. appropriately (for example above how many authors)
16. The very first statements may be key in attracting reading on