**TOPIC MOTIVATION**

**Name**

**Surname**

**MBA Number**

**Date**

:

**Title of the Research/Topic**

The topic needs to have a management or business perspective. Generally, it should be an area that derives from your coursework (for example: job satisfaction, employee motivation, challenges facing profitability, etc).

Your topic needs to be concise and focused on a particular area or organization. In order words, avoid topics that focus on broad setting such as “South Africa” for example. Rather, decide on a topic on a particular organization or group of organizations.

Topics should be worded concisely. Avoid lengthy and ambiguous topics.

**Brief details/motivation for the topic.**

In this section, you basically need to state why your topic is a viable ad suitable topic, and what contributions can it make to the organization/ institution under study

**The Aim of the Study**

This is a single broad statement which states what your study wishes to achieve. *For example*: The aim of this study is to assess the factors affecting retention and recruitment of Nurses in a KwaZulu-Natal based hospital.

**The Objectives of the Study.**

Objectives refer to specific sub-statements that will allow you to achieve your aim. In other words, what objectives do you need to meet in order to be able to attain your aim (i.e. in order to assess the factors affecting retention and recruitment of nurses.

*Examples:*

* To identify the social factors affecting the retention and recruitment of nurses.
* To identify the retention and recruitment strategies in place.
* To assess the efficacy/ success of these strategies in retaining and recruiting nurses in…
* To make recommendations to improve the retention and recruitment of nurses in…

**The expected research outcomes (expected results of the proposed investigation)**

In this section, you need to state the results that you expect from the study, as well as the potential benefit that these results will have in the organization/ institution.

**Details of how data/information to carry the empirical research will be collected.**

**There following areas need to be covered in this section:**

1) Mention is this is a qualitative, quantitative or mixed method study.

2) Mention the data collection instrument that you will be using (i.e. interview schedule, face to face interviews, etc.)

3) Mention the setting of the study. For example, if you are using 3 organizations, mention them.

3) Mention who your target population is.

4) Mention the size of your target and sample populations.