**Research Report**

**Learning outcomes covered**

1. Understand research terminology, ethical principles of research, ethical challenges and approval processes
2. Describe quantitative, qualitative methods approaches to research
3. Propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement
4. Be able to assess and critique a published journal article that uses one of the primary research methods in the field.
5. Be able to interpret the research findings.

**Research proposal**

Select any problem with reference to any organization or industry and carry out following activities

Develop the research proposal for the identified research problem according to the given format.

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| Acknowledgement |
| Abstract |
| Table of Content  List of Tables  List of Figures |
| Introduction   * Background of the Study * Research Problem * Research Questions * Research Objectives * Significance of the Study * Limitations of the Study |
| Brief Literature Review   * Key Literature points * Conceptual Model * Hypotheses |
| Methodology   * Population * Sample Size * Sampling method * Data types needed * Data Collection methods * Analysis tools |
| Gant Chart |
| References |

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| **Criteria** | **Excellent** | **Very Good** | **Good/Average** | **Poor** | **Very Poor** |
| **Aims/Objectives** | 30-25  Clear aims and objectives well linked and outcomes clearly defined | 24-21  Aims and objectives linked and outcomes stated | 20-15  Aims and objectives produced and linked but outcomes not clear | 14-9  Aims and objectives produced but outcomes not clear | 8-0  Aims and objectives not linked and no defined outcomes |
| **Use of literature and referencing** | 30-25  Has developed and justified using own ideas based on a wide range of sources (10-15) which has been thoroughly analyzed, applied and discussed. Referencing is consistently accurate using the Harvard or Numerical systems | 24-21  Able to critically appraise the literature and theory gained from a variety of sources; developing own ideas in the process. Referencing is mainly accurate using the Harvard or Numerical systems. | 20-15  Clear evidence and application of literature/ theory relevant to the subject. Indicative texts identified. An attempt at referencing has been made using the Harvard or Numerical systems but lacks detail. | 14-9  Literature is presented uncritically and indicates limitation of understanding. Literature has been used in a purely descriptive way. Some referencing has been incorporated but not using the Harvard or Numerical systems. | 8-0  Literature either not consulted or irrelevant to dissertation. Referencing is absent and this may suggest plagiarism. |
| **Research Methodology** | 25-21  Methodology allows the completion of the aims and objectives. Also triangulation of results is employed. | 20-16  Methodology will enable the completion of aims and objectives. | 15-11  Methodology selected will allow most of the aims and objectives to be completed. | 10-06  Methodology selected will only allow partial completion of aims and/or objectives. | 06-00  The Methodology employed will not enable the completion of the stated aims and objectives. |
| **Prepare a proper report on the above mentioned tasks, not exceeding given word count.** | 15-13  Excellent report format with the appropriate use of report structure: acknowledgment, executive summary, table of content, introduction, body, conclusion, recommendations, reference list, appendices and application of given formatting guidelines. Use Harvard references. Not exceeding the given word count. | 12-10  Good report format with the appropriate use of report structure: acknowledgment, executive summary, table of content, introduction, body, conclusion, recommendations, reference list, appendices and application of given formatting guidelines. Use Harvard references. Has exceeded the given word count. | 09-07  Average report format. All the elements of the report are included. But has not effectively completed them. with average use of Harvard references. | 06-04  Poor report format. All the elements of the report are included. But has not effectively completed them. Wrong referencing style. | 03-00  Very poor report format with wrong referencing style |

**Assessment Criteria**

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| **This submission will be assessed as follows** | **Total marks Allocated** | **Marks obtained by the student for the answer provided** |
| Task 01 |  |  |
| 1.1 Introduction  Student should be able to;   * Give an introduction to the problem. Identify and define the back ground of the problem and the context surrounding it while identifying the symptoms which led to the problem. * Define the significance of the research study. * Clearly define research objectives with relevant to the identified research problem * Clearly mention the research questions identifying the specific problems that is going to answer through the research | 30 marks |  |
| 1.2 Brief Literature review  Student should be able to briefly elaborate;   * The theories, past researches and any other study done with relevant to the area of the selected problem. * Find literature in a way that it will direct towards identifying a suitable theory and variables. * Identification of the conceptual model by simplifying the variables with relevant to the selected research problem. * Student should develop the hypotheses if applicable with relevant to the developed conceptual model. | 30 marks |  |
| 1.3 Methodology  Student should be able to ;   * Identify clearly the population, sampling method, sample size for the selected research problem * Identify the data needed to conduct the research, elaborate data collection methods which can be used to carry out the research study. * Elaborate the data analysis tools which can be used to analyze the data if the research were to be conducted. | 25 marks |  |
| Student should use the given structure/ format for the research proposal and for the presentation. Student should use effective communication methods to deliver the presentation and for the research proposal | 15 marks |  |
| **Total Marks** | **100 marks** |  |

**Submission Guidelines– Research Proposal**

* Submission format Report
* Paper Size: A4
* Words: 3000 words
* Printing Margins: LHS; RHS: 1 Inch
* Binding Margin: ½ Inch
* Header and Footer: 1 Inch
* Basic Font Size: 12
* Line Spacing: 1.5
* Font Style: Times New Roman
* **Referencing should be done strictly using Harvard system**