

PHD/DBA PROGRAMME

----- OUTLINE FOR RESEARCH PROPOSAL

1. INTRODUCTION [500 words]

1.1 Background of study

A comprehensive coverage of the proposed study matter in a relevant manner.

1.2 Research Problem

The content should reflect the key objective of the proposed study should reflect on the major issues that the study is trying to address.

2. RESEARCH QUESTIONS (100 words)

Formulate the problem inquiry in structured format. A maximum of 5 questions in accordance with the practiced format.

3. RESEARCH OBJECTIVES (100 words)

A summary of the key issues being addressed in the research in statement format.

4. SCOPE OF STUDY (150 words)

The relative coverage of the undertaken research should be identified. It should also highlight on the relative field of the study.

5. SIGNIFICANCE OF STUDY (200 words)

The relative contribution of the research to specific parties

5.1 Theoretical contribution

In what ways the undertaken research would augment the theory/model in the current academic literature.

5.2 Managerial contribution

Indicate the practical implications of the study and how it contributes to any given industry/organization.

6. THESIS OUTLINE (200 words)

A brief synopsis of the topics/chapters covered in the research. The outline must provide a clear indication of the proposed time frame for effective completion of the study.

7. LITERATURE REVIEW (500 words)

A brief outline of the past and recent studies being conducted with reference to the proposal. The content must refer to both the past and current body of knowledge. The candidate must be able to demonstrate a clear understanding of the theoretical background attributable to the undertaken study.

8. METHODOLOGY (100 words)

A brief presentation on research method and research design to be undertaken for the proposed study. Particular attention should be given to put it in a succinct manner.

9. DATA ANALYSIS (100 words)

A brief overview of the type of analysis being undertaken for the research. The basic objective of this section is to gauge the suitability of the analytical process to be utilized with reference to the undertaken research.

10. PROPOSED TIME SCALE (50 words)

Prepare a Gant Chart of the time required for effective completion of the entire research.

11. REFERENCES
