

GUIDELINES FOR BDMI 8013 RESEARCH PROPOSAL CONSTRUCTION

Synopsis:

This course is designed to assist DBA students in the preparation of their dissertation research proposal. The purpose of the BDMI 8013 Research Proposal Construction is to protect the student from investing effort in impractical or poorly planned research work. The process is undertaken in consultation with the DBA Program Coordinator and the assigned mentor. Students will submit an acceptable draft of the first three chapters of their dissertation proposal by the end of the course. This course provides students with the opportunity to start working on any research idea of possible interests. It requires a good deal of preparation and discipline on the part of the students.

Prerequisite:

BDMR 8013 Business Research and Methodology

Objectives:

Students are expected to:

- Learn to work on the research ideas of possible interests.
- Demonstrate competencies in writing an approved doctoral dissertation proposal.

Learning outcomes:

At the end of this course, students should be able to:

- Identify research problem/problem statement, research questions, research objectives, scope of the study, and significance of the study.
- Conduct a review of literature relevant to the discipline or identified research problem.
- Evaluate relevant theories and to prepare research framework and then develop hypotheses.
- Produce an academic report in the form of a research proposal. Students are expected to defend their proposal in the following semester.

The Role of Mentor:

In BDMI Research Proposal Construction, each DBA student will be assigned with a mentor (whom later on will be appointed as a supervisor during the BDMZ 8024 Dissertation). Students are highly recommended to take advantage of the mentoring provision because it should help them to choose their topics more swiftly. The objective of mentoring is to enable students to progress to submitting their research proposals to the Research Committee (for Proposal defend) as efficiently and effectively as possible. Mentoring will assist student to build firm foundations for carrying out a useful piece of research and for starting their subsequent dissertation work. The appointed mentor will give student with general guidance for the duration of the development of the research proposal. At the end of the semester, student is required to submit the proposal to the respective mentor. The mentor will evaluate the research proposal using a Research Proposal Construction rubric provided by the OYAGSB and transmit the mark to the DBA program coordinator. Student who fails the BDMI 8013 Research Proposal Construction has to repeat the course and will not be allowed to proceed with Proposal defend.

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Below is the format of preparing the proposal, which should be used for submitting the research proposal to the mentor. Through the full proposal, DBA student needs to demonstrate convincingly that the study will make a contribution to a business/industry related issue or problem. The research proposal must be between 50 to 60 pages (times new roman; double spacing) and should present the following:

Chapter 1: Introduction (around 10 pages)

- Background of the Study (2 pages)
- Problem Statement (2 pages)
- Research Questions (1 page)
- Research Objectives (1 page)
- Significance of the study (2 pages)
- Scope and Limitations of the Study (2 pages)

Chapter 2: Literature Review (around 20 pages)

This is a mini-literature review of work previously published by other researchers. It demonstrates that students are aware of the published work in the chosen research area and have read the works of the main authors and has used this knowledge in the development of the research. It is critical reviews of literature and theories related to the topic of the proposal. Literature selected must be related to the research as a base to guide the development of research framework and hypotheses and preferable at least 10 years back.

Chapter 3: Methodology (around 10-15 pages)

This should give sufficient detail on the proposed research methodologies and demonstrate why a particular methodology has been chosen. Choice of methodology should be backed up by references from the literature, where possible citing similar research that has been carried out using similar methodologies.

Methodology describes the methods and techniques as follows:

- Research Framework
- Hypotheses/Propositions Development
- Research Design
- Operational Definition
- Measurement of Variables/Instrumentation
- Data Collection:
- Sampling
- Data Collection Procedures
- Techniques of Data Analysis to be used

References

This should give only key references relating to the literature review at this stage.