



JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH METHODOLOGY
BMA9X04

Examiner: Prof Martie Mearns
Moderator: Prof Mari Jansen van Rensburg

EXAMINATION EQUIVALENT ASSIGNMENT
For submission as an examination on 12 November 2018 at
12:00 (noon)

NO EXTENSION WILL BE GIVEN

STRUCTURE OF ASSIGNMENT

Each assignment must comprise at least 5 pages and preferably not more than 20 pages (Times New Roman - 12 font or Arial - 11 font; 1.5 spacing).

The proposal should clearly indicate the following elements:

1. **Title:** A title page with biographical information and the title of the proposed research that gives an accurate reflection of the contents, but which is short yet descriptive containing all elements of the intended study.
2. **Background:** Provide a background or introduction for the proposed research and offer a clear indication of the motivation or rationale why the research is important to conduct.
3. **Preliminary literature review:** Literature relevant to the topic providing main trends/debates/arguments to sufficiently contextualise the topic in terms of previous research.
4. **Problem statement:** The research problem must be informed by debates, has to be clearly formulated that captures the focus of the research and is

congruent to the title and aim of the research. The problem should be suitable and realistic in terms of the scope for a minor dissertation. The problem to be addressed could be stated as:

- a. Hypothesis statements when statistical testing is intended, **or as**;
 - b. Propositions that must be substantiated in qualitative research, **or as**;
 - c. Research questions that are addressed in qualitative research.
5. **Research design and methods:** The research design should be appropriate to the problem reflecting acceptable research practice and convention. The research methods should clearly indicate the planned procedure for sampling/measuring, the validity of the data collection and data analysis, acceptable ethical considerations and the feasibility of the planned research process.
 6. **Limitations of the study:** The limitations of the study should be indicated clearly reflecting the effect that these limitations could have on the validity and replicability of the proposed study.
 7. **An applicable research budget.**
 8. **A timeframe:** An indication of the time-line for expected completion of various sections of the dissertation.
 9. **Chapter outline:** The planned structure of the dissertation that indicates the issues to be discussed in each chapter.
 10. **References:** The references used in the proposal must be fully and correctly reported according to the Harvard method. At least **25** relevant references from scientific recognised journals are necessary.

The research proposal will be submitted to Turn-it-in to test originality of the work. Please exercise correct paraphrasing techniques and cite all references used according to the Harvard referencing convention to avoid any form of plagiarism.

The following criteria will be used to assess the research proposal.

Please **DO NOT** include the assessment criteria below to your submission as this will add to your plagiarism score. An assessment form will be included for you once assessment starts.

Assessment criteria for research proposals

	Checklist	Very poor	Poor	Satisfactory	Good	Excellent	Exceptional
SECTIONS	✓	0	1	2	3	4	5
TITLE: Accurate reflection of contents; short & descriptive; contain key elements of study.							
BACKGROUND/RATIONALE: Sufficiently contextualise topic & problem statement; clear outline of purpose; worth investigating.							
PRELIMINARY LITERATURE REVIEW/THEORETICAL FRAMEWORK: Literature relevant to topic; main trends/debates/arguments; context of topic in previous research.							
RESEARCH PROBLEM & OBJECTIVES: Problem informed by debates; clearly formulated; capture focus; congruent to title/aim; suitable; realistic.							
RESEARCH DESIGN: Appropriate to problem; acceptable research practice and convention.							
RESEARCH METHODS: Planned procedure sampling/measuring; validity of data; data analysis; ethics acceptable; feasible.							
TIME FRAME & BUDGET: Clear idea of overall logic; realistic time frame & budget							
CHAPTER OUTLINE / STRUCTURAL FORMAT DESIGN: Appropriate layout; logical flow.							
REFERENCES: Academically accepted referencing convention; consistent style; correlates with references in text.							
ORGANISATION & PRESENTATION: Appropriate layout, academic language and style; coherent; logical flow & arrangement.							
	TOTAL	/50					