



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 3 November 2020 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. Own headings and subheadings may be used.
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

No/weak (0); Minimum requirements (1); Excellent (2)			
NAME	Max marks		Score
Title	4		0
Accurate reflection of contents	2		
Formulated according to guidelines (excl. nonsense words, <15 words)	2		
Introduction	6		0
Sufficiently contextualises topic	2		
Integration of literature in coherent argument	2		
Logical progression of argument to narrowed research focus	2		
Problem statement	8		0
Unambiguous statement of research problem	2		
Congruent to title and aim	2		
Suitable and realistic to degree scope	2		
Statement of research objectives/question/hypothesis	2		
Research Design	6		0
Appropriate to research problem	2		
Acceptable research practice and convention	2		
All aspects of research design included	2		
Research Methods	8		0
Sampling appropriately defined	2		
Data collection and analysis techniques justified	2		
Reliability and validity discussed	2		
Ethical aspects and procedures declared	2		
Timeframe and budget	4		0
Realistic and logical timeframe	2		
Budgeting of approved research items	2		
Planned outline of dissemination document	4		0
Layout appropriate to type of dissemination document	2		
Detailed description of a logical flow	2		
References	4		0
Harvard referencing system applied	2		
Consistent style in-text and in list of References	2		
Organisation and presentation	6		0
Academic language and style associated with postgraduate level	2		
Coherent and logical flow	2		
Editorial quality in terms of language editing and typos	2		
TOTAL	50		0