



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

**RESEARCH PROPOSAL GUIDELINES
FOR MASTER OF SCIENCE
(BUSINESS MANAGEMENT)
- BA750 -**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

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INTRODUCTION

This document is intended as a guidance to assist Master of Science in Business Management (hereafter referred to as “MSc”) students in preparing their research proposal prior to their Defence of Research Proposal (DRP). A research proposal is a statement of precisely what the researcher is going to investigate and why, and the method he or she is going to follow in answering the questions posed. It is also important to students as a plan for how the research should be implemented and to set a time schedule so that the thesis could be completed within the specified time frame.

JKAPS (Bil. 2/2019) has approved that MSc research proposal should be at least 5000 words long but should not exceed 8000 words (excluding the References and Appendixes). There are no rules governing the form and content of a research proposal. They will vary depending on the unique nature of the studies. Nevertheless, the proposal must be of adequate length to describe, in fair detail, the nature of the proposed project as outlined below. It is highly recommended that students should consult the supervisor(s) for the specific requirements in their own field of study. For other basic technical requirements (i.e. font size, font type, spacing, reference format, layout for tables and figures) students are advised to consult the Guidelines on Thesis / Dissertation Format for Postgraduate Programmes 2017 available on IPSis website.

OUTLINE OF THE RESEARCH PROPOSAL

The research proposal shall include, and not limited to, the following topics / chapters:

1. Introduction

This chapter sets forth the rationale, significance, and objectives of the study. It may include background of the study, problem statement, research objectives, research questions, hypotheses to be tested, significance of study, limitations / scope of study, and definitions of terms.

2. Literature Review

This chapter includes a fully-referenced review and discussions of previous studies which are relevant to the research. The student should show whether other researchers have studied the same or similar problems before, from what perspectives have these studies been conducted, and whether these researches have been theoretically or empirically adequate. Commonly, this chapter may also the proposed conceptual framework.

3. Research Methodology

This section explains “how” you are going to conduct your research. You should demonstrate that you are fully aware of the research methods and explain how your proposed methodology is more advantageous than the others in attaining your stated objectives. This section normally includes research paradigm, research design, sampling procedures, data collection procedures, questionnaire design / instrument development, and data analysis.

TIMELINE FOR MSc

