

**Sample Proposal Submission Form**

Center of International Programs

International Cultural Exchange School

Donghua University

**Proposal for Undergraduate Research Project**

Project Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Passport Name of Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Full Name of Thesis Supervisor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of the Supervisor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Introduction

In this section, you lay the foundation for your research. Discuss the company, the industry, the business environment, and the symptoms that drove your attention into conducting a research. Explain the exploratory research that you conducted and more importantly how their results helped you to focus you research and clarify the situation at hand.

## Statement of Problem

(Introduce the reason to choose this topic and the purpose of the research)

In this section, you discuss the general field of business administration from which your research is to be drawn, and in which you explain the particular domain on which you will focus. For example, the general field may be strategic management, and the particular domain may be managerial behavioral issues, which in turn may be narrowed down to managerial expectations. However, the latter is also part of the organizational behavior literature, so for this example you would need to explain which of these general fields you would be working from; indeed, you may need to work from both. You should also give some explanation as to why it is important to do this research (for example, a general lack of knowledge in the literature), and why it is of interest to you (for example, to realize your career aspirations). If you have any experience in this area of study you should outline it here. It is important that you give these issues some attention. You need to show evidence of the different exploratory research conducted that lead to the research objectives. For example, did you conduct a focus group, an interview, some pilot studies, or did you just conduct a case study etc.…

## Research Objectives

In this section, you should explain what you are intending to achieve by conducting this research. These intentions should be derived from the existing body of knowledge, although there needs to be some originality in your research. Indeed, the results of research degrees are meant to contribute to further understanding of the literature, and should be of publishable quality. There are several ways in which your research objectives can be established, as follows:

### Hypotheses

An assumed relationship between two or more variables. Several hypotheses may be established and the overall aim of the research would be to test the actual nature of these relationships with respect to the hypotheses.

### Propositions

Statements that explain likely phenomena that may be observed in reality, but which do not include assumed relationships. Again the overall aim would be to test the nature of these actual phenomena with respect to the propositions.

### Objectives or Questions

Objectives related to a set of aims or targets to be achieved through completion of the research program. An alternative would be to pose the objectives as a set of research questions. Here the overall aim would be to satisfy the requirements of the objectives or to develop feasible answers to the questions.

### Problems

An unsatisfactory set of conditions will have been identified and explained in detail. The overall aim will be to find solutions to these conditions.

This section is extremely important, as in any research the establishment of one of the above represents the whole basis for completing the research program. The value of the research is assessed in relation to the research objectives. Therefore, write a **SMART (Specific, Measurable, Actionable, Realistic, and Time bound)** research objectives.

# Review of Literature

(Summary the current research findings related to your topic and what is the value of your research, a research on the field where previous scholars are missing or an intensive study on certain aspects)

In this section, you should demonstrate that you are already familiar with some of the literature relevant to your topic. You should outline existing knowledge within the area, making reference to some of the writers who have contributed to this knowledge. This should include conceptual, prescriptive, and empirical works. For the latter, you should be able to show that you are aware of some of the previous research results that are appropriate to your research. It would also be useful to include an outline of wider literatures that may relate to your particular research domain

# Research Methodology

(Introduce the research methodology you tend to use in your research)

This section should focus on how the research will be undertaken. Therefore, the proposal should consider alternative methods of collecting data to either test the hypotheses or propositions, or to satisfy the objectives or questions, or to solve the problems. The proposal should also suggest which alternative will be the most appropriate. Consideration will need to be given to both primary and secondary sources of data. For primary sources of date, the strategy can range from a census of the total population, to a sample of the population, to case studies of a few members of the population. These different strategies all have different purposes and will generate different types of data, and therefore it is important that you explain the **strategy that you consider to be most appropriate to your research**. For secondary data, you must **explain the sources that have been identified**.

# Anticipated Results

In this stage of the proposal there are two issues to consider; the type of results that could be expected and the ways in which data could be analyzed. You should obviously not prejudge the conclusions of the research, but you must give consideration to the type of data that will be generated, and whether or not it is likely to satisfy the requirements of the research. Potential problems of data collection should be addressed, such as the difficulty in getting an acceptable response rate to a sample survey.

Some attention should also be given to the analysis of data. Will this be parametric or none parametric data or both? What kind of statistical tests are likely to be employed? Will tests of association, causation or difference be appropriate? We would expect that these ideas will change and develop as your research progresses, but would like to see that you are aware of the issues.

# Tentative Schedule to Finish the Thesis / Project)

Table Task Scheduling

|  |  |  |
| --- | --- | --- |
| S/N | Tasks | Deadline |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

\*\* Refer to Appendix 1 for details

1. **References** *(Articles you have read, and you had cited or are going to cite in your thesis/report)*
2. **Appendixes***:*

Interview transcripts,

Observation forms …

Evidences of conduction of exploratory research

# Appendix 1: Thesis Writing Process Gantt Chart

Table Thesis Overall Gantt Chart

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Overall Weeks of Thesis Writing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |  |  | 23 |
|  |  |  | **Semester 1** | | | | | | | **Semester 2** | | | | | | | | | | | | | | |  | |
|  |  | Academic Week Number/Semester | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **Major Research Activities** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Lead Time (weeks) |
| Proposal | Introduction | Defining the research problem, formulating the research goal and research questions. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 3 |
| Literature review | Reviewing relevant literature, formulating the theoretical foundation of the research, devising a conceptual framework. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 6 |
| Methodology | Choosing a fitting research strategy, the data collection method(s), sampling issues, planning and taking measures to guarantee the creditability of the research, designing the data collection instrument (questionnaire/observation list/ in-depth interviews) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Proposal | Presenting the proposal |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Data Collection | Refinement | Amendment of the methodology /literature review based on feedback of the thesis presentation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fieldwork | **Preparing the fieldwork/Mid-Term Evaluation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Results | Carrying out fieldwork, collecting evidence |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 8 |
| Discussions | Findings and Discussions | Analyzing data, reporting the findings and concluding |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 12 |
| Conclusions | Recommendation and strategic implementations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 16 |
| Thesis | Finishing the full draft of the thesis |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 18 |
| Thesis | Refining the thesis, handing in the final draft |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Supervisor Approval |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Supervisor Grading |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Second Reader Grading |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Defense |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Make-up Defense for relevant students |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |