



## RESEARCH PROPOSAL

Title of research: <Enter text here>  
Student name: <Enter text here>  
SMC program: <Enter text here>  
Date submitted: <Enter text here yyyy-mm-dd>  
Version: <Enter text here, start with 1.0>

---

# CONTENTS

- I. Introduction
  - A. Problem statement
  - B. Rationale for the research
    - 1. Statement of the research objectives
  - C. Hypothesis
  - D. Definitions of terms
  - E. Summary, including a restatement of the problem
- II. Review of the relevant literature (the more complete the better)
  - A. Importance of the question being asked
  - B. Current status of the topic
  - C. Relationship between the literature and the problem statement
  - D. Summary, including a restatement of the relationships between the important variables under consideration and how these relationships are important to the hypothesis proposed in the introduction
- III. Method
  - A. Participants (including a description and selection procedures)
  - B. Research design
  - C. Data collection plans
    - 1. Operational definition of all variables
    - 2. Reliability and validity of instruments
    - 3. Results of pilot studies
  - D. Proposed analysis of the data
  - E. Results of the data
- IV. Implications and limitations
- V. Timeline And Budget
- VI. Appendices
  - A. Copies of instruments that will be used
  - B. Results of pilot studies (actual data)
  - C. IRB (Institutional Review Board) application and letter of approval
  - D. Participant permission form
  - E. Time line
  - F. Actual data collected
  - G. References

---

## TEMPLATE GUIDELINES

This template is provided by SMC Student Council as a guide to all SMC students in producing their Research Proposal. The text in red is to assist SMC students in using this template and should be removed by the student when filling out the template.

The following section gives a short explanation as to what each element might typically include.

- I. Introduction – This should take the form of a relatively brief abstract of the general area of study and identify the discipline(s) within which it falls. Why is the work important? You might also point here to the way in which your background gives you competences in your chosen area.
- II. Review of the relevant literature – In this section you should develop your proposal to demonstrate that you are aware of the debates and issues raised in relevant bodies of literature. References to key articles and texts should be made to show both that you appreciate their relevance to your research area.
- III. Method – You need to demonstrate an awareness of the methodological tools available to you and show some understanding of which would be suitable for your research. It may be that qualitative methods, including the analysis of interviews, are appropriate. Alternatively your approach may involve forecasting or statistical, financial or econometric modeling; in other cases you may be combining methodologies. You need to specify the approach you feel will be most appropriate and what the expected result might be.

- 
- IV. Implications and limitations – Here, the researcher should demonstrate awareness of the consequences of carrying out your research and what the constraints will be.
- V. Timeline and Budget – Here, the researcher should provide a general outline of the timeline or duration of the study along with milestone dates. A budget should also be included with estimates of the required monies to complete the study including expenses for surveys, assistance and materials.
- VI. Appendices – Existing ‘evidence’ in the form of data and relevant information such as a concept questionnaire form can be included in support of the research proposal.

A good title will clue the reader into the topic but it cannot tell the whole story.

In addition, a reference section should be included in the appendix section. References should make use of the APA formatting style.

Text throughout the document should be double-spaced, Times New Roman typeface and 12-point font size. Document length should not exceed 15 pages. Be as concise as possible.

On a pragmatic level, different advisors or professors may have different preferences about such guidelines and rules, so to avoid misunderstandings be sure that the guidelines are agreed upon before writing the research proposal.

---

For information about writing the Dissertation, please refer to SMC's Dissertation  
Module Handbook:

[http://www.swissmba.com/files/SMC\\_Dissertation\\_Module\\_Handbook.pdf](http://www.swissmba.com/files/SMC_Dissertation_Module_Handbook.pdf)

We wish you success in your research proposal.

SMC Student Council