

Guidelines for MS/MPhil Proposal Writing

A research proposal is a statement of precisely what the researcher is going to investigate and why, and the method s/he is going to follow in answering the questions posed. It deals basically with: (a) What the proposed research is about; (b) What it is trying to find out or achieve' (c) How it will go about doing that; and (d) What we will learn from it and why that is worth learning? There are no rules governing the form and content of a research proposal. This varies depending on the unique nature of the problem to be studied. Yet, it is advisable to pay attention to the following step-wise outline for preparing a research proposal.

TITLE: Research proposal title should demarcate the main focus/ or theme of the proposed study.

Font Style: Times New Roman

Proposal Title: 18 / Bold

Main Headings: 13 / Bold

Sub Headings: 12 / Bold

Body Text: 12

1. Introduction and Background of the Study:

The background and history highlight empirical foundations of research. The purpose of a background/history section is to give the reader the relevant facts about the topic and/or research site so that they understand the material or case in the proposal and how it links to the questions posed.

2. Statement of the Problem:

Logically, the first step in any research is to provide a clear statement of the problem. This step is indispensable in the writing process in that it governs the organization and flow of the thesis/thesis.

The purpose statement should provide a synopsis of the purpose of the study, briefly define and delimit the specific area of the research, identify the unit of analysis in the study, and foreshadow the hypotheses to be tested or the questions to be raised. A problem may be stated in terms of a verbal statement, i.e., "The purpose of this research is to examine..." or "This study aims at ascertaining" The problem could also be stated in the form of a question like: "Why are Muslims divided?" or "What are the factors associated with the rise of hate crime against Muslims in the West?"

3. Justification of the Study/Problem:

In stating the problem, it is also necessary to specify why it is important and what new insights may be found. What would be its net contribution to the body of knowledge in the field, and/or towards solving the problems of the Society and humanity at large?

4. Study Objectives

5. Literature review and conceptual/ theoretical framework:

A review of relevant literature is the third step and is of great significance. The literature review helps relate the proposed study to the larger ongoing discourse in the literature about a phenomenon, filling in gaps in the literature and extending earlier studies. The literature review is neither a chronological summary of related works nor a mere catalog of previous studies published in the field. A literature review is a well-organized critical appreciation of related and relevant literature conceptually integrated within the logic of the proposed investigation. 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.

6. Research Questions/Hypothesis:

Theories suggest R/Q and hypotheses be tested. A hypothesis is a conjectural, conditional (if-then) statement linking two or more variables. Hypothesis grows out of theoretical or Conceptual frameworks.

7. Theoretical/Conceptual Framework:

A research problem should, where possible, be set within the framework of a theory. A “theory” is a collection of interrelated law-like statements or hypotheses aimed at explaining a phenomenon. The theoretical or conceptual framework and the resultant hypotheses will identify and name the important variables to be studied. The student must identify the variables and define the variables or terms conceptually and operationally.

8. Research Methodology Research Methods and Procedures:

The methods or procedures section is undeniably the heart of the research proposal. Yet, this section of the proposal has received insufficient attention in most of the Masters or MPhil proposals submitted for approval. This section normally includes four main areas: the type of study being conducted, data collection procedures, the sample selection and data analysis.

9. Organization of Study/Proposed Chapter Outline:

Research proposals also contain a tentative chapter outline. It indicates the number of chapters the thesis or thesis is expected to be composed of. It gives the tentative chapter headings with brief annotations of expected chapter content.

10. References, Bibliography and Appendices (if any):

The research proposal must contain a thorough, focused succinct references and bibliography. The candidate should follow the APA style. This will not be counted in the total count of words.

11. Appendices: The need for complete documentation generally dictates the inclusion of appropriate appendixes in proposals (if any/required). The Appendix should contain a copy of the instrument and other documents. **Basic Technical Requirements:** The proposal should be a minimum of 5000 words approx. 10 pages with single spacing. References and appendices are excluded from the count of total words. Nevertheless, the proposal must be of adequate length to describe, in fair detail, the nature of the proposed project as outlined above. For other basic technical requirements (i.e. footnoting style, quotations, reference format, transliteration, layout for tables and figures) students are advised to follow APA style and an American spelling method.

Proposal Template

MS/MPhil Thesis Proposal Template (Front Page)



CONSUMER PERCEPTION TOWARDS FEMALE FASHION BRANDS IN KARACHI (Topic)

**Students Name
(Student ID#)**

**Supervisors
Dr. XYZ
Dr. ABC**

Department of

Faculty of

Shaheed Benazir Bhutto University Shaheed Benazirabad

Dated

Consumer Perception Towards Female Fashion Brands in Karachi. By ABC

1. Introduction

1.1 Introduction and Background Study

The background and history highlight the empirical foundations of research. The purpose of a background/history section is to give the reader the relevant facts about the topic and/or research site so that they understand the material or case in the proposal and how it links to the questions posed.

1.2 Problem Statement

Logically, the first step in any research is to provide a clear statement of the problem. This step is indispensable in the writing process in that it governs the organization and flow of the thesis/thesis. The purpose statement should provide a synopsis of the purpose of the study, briefly define and delimit the specific area of the research, identify the unit of analysis in the study, and foreshadow the hypotheses to be tested or the questions to be raised. A problem may be stated in terms of a verbal statement, i.e., "The purpose of this research is to examine..." or "This study aims at ascertaining" The problem could also be stated in the form of a question like: "Why are Muslims divided?" or "What are the factors associated with the rise of hate crime against Muslims in the West?"

1.3 Research Questions/Hypothesis

Theories suggest R/Q and hypotheses be tested. A hypothesis is a conjectural, conditional (if-then) statement linking two or more variables. Hypothesis grows out of theoretical or conceptual frameworks.

1.4 Study Objectives

1.4.1

1.4.2

1.4.3

2. Research Methodology/Research

The methods or procedures section is undeniably the heart of the research proposal. Yet, this section of the proposal has received insufficient attention in most of the Master's proposals submitted for approval. This section normally includes the following main areas:

2.1 Research Design

2.2 Sampling Method

2.3 Sample Size

2.4 Data Collection and tools

2.5 Data Analyses (Model if any proposed)

3. Literature Review and Theoretical Framework/Conceptual Framework

A review of relevant literature is the third step and is of great significance. The literature review helps relate the proposed study to the larger ongoing discourse in the literature about a phenomenon, filling in gaps in the literature and extending earlier studies. The literature review is neither a chronological summary of related works nor a mere catalog of previous studies published in the field. A literature review is a well-organized critical appreciation of related and relevant literature conceptually integrated within the logic of the proposed investigation. 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.

3.1 Justification/importance of Study

In stating the problem, it is also necessary to specify why it is important and what new insights may be found. What would be its net contribution to the body of knowledge in the field, and/or towards solving the problems of the Society and humanity at large?

4. Organization of Study (Proposed Chapter Outline):

Research proposals also contain a tentative chapter outline. It indicates the number of chapters the thesis or thesis is expected to be composed of. It gives the tentative chapter headings with brief annotations of expected chapter content.

5. Research schedule: Identify the major tasks involved in your proposed study and place and identify the length of time to complete the tasks and the order in which they will be done

6. References

7. Bibliography:

The research proposal must contain a thorough, focused succinct reference and bibliography. Business Management and Social Sciences Faculty is supposed to follow the APA referencing style whereas the IT and Engineering Faculty is supposed to follow the IEEE referencing style. The need for complete documentation generally dictates the inclusion of appropriate appendices in proposals (if any/required). The Appendix should contain a copy of the instrument and other documents like questionnaire etc. which are not supposed to go in the body of text.

8. Appendices (if any):

8.1 Questionnaire