



FOR UUM COLLEGE OF BUSINESS PROGRAMMES

GUIDELINES TO WRITING A RESEARCH PROPOSAL FOR COLLOQUIUM

Please write a brief research proposal (i.e. 10-20 pages) with the following structure:

a) Cover Page

The cover page should consist of the following items: the proposal's title, student's name, name of supervisor(s), and date of colloquium.

b) Proposal

The structure of the proposal is as follows:

1. Background of the Study
2. Problem Statement
3. Research Questions
4. Research Objectives
5. Significance of the Study
6. Scope of the Study
7. Brief Review of the Literature (i.e. what the literature says about the problem/issue under investigation and where the existing work fails)
8. Novelty of the Study
9. Methodology of the Study
10. References

Notes on Expectations:

- a) A research proposal should be anchored with a strong problem statement, which provides a strong justification for the proposed research.
- b) A research proposal should demonstrate originality in terms of writing (the similarity index should not be more than 20%; the Turnitin report needs to be furnished by the respective school).
- c) A research proposal at the PhD level should demonstrate originality in terms of research ideas (not a mere replication of previous studies).
- d) Be sure to discuss your proposal with your supervisor(s) prior to submission for the colloquium.

Notes on Format:

- a) Write the proposal in a double-spaced format.
- b) Use Times New Roman font type with 12 font size throughout the paper.
- c) Follow the latest APA style in writing citations, references, and quotations.