

Proposal for Project

A research proposal is a document that presents a plan for a project to reviewers for evaluation. It is actually a road map showing clearly the location from where a journey begins; the method of getting there and the destination to be reached at.

The purpose of the project proposal is to:

- § Present the issue to be researched and its importance.
- § Give an idea to instructor about how you will proceed in project.
- § Suggest the data necessary for solving the problem and how the data will be gathered, analyzed and interpreted.

A proposal is also known as a work plan, prospectus, and outline, statement of intent or draft plan. It tells us:

- § What will be done?
 - § Why it will be done?
 - § How it will be done?
 - § Where it will be done?
 - § For whom it will be done?
 - § What is the benefit of doing it?
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Format of proposal for Project

Title page: It should include:

- § The topic
- § Name & ID of the student

- § Name of the University
- § University Logo
- § Date of Submission

Table of Contents: List the important headings and sub-headings used in the project proposal with page numbers.

Chapter 1:

1.1 Introduction of the Project: It should include:

- § Introductory paragraph
- § Descriptions of the project title i.e. what this project is all about?
- § Rationale – Why this research is needed?

1.2 Background: Background of the research shows the impact and implication of the topic on the environment (the specific set up in which you are studying the issue). It should be well elaborated. It is advised to include current facts and figures in the background. You should also explain it in the context with the work already done on the topic. It should provide all the necessary initial information so that the reader can better understand the situation under study.

1.3 Objectives: The objective of a certain research summarizes what to be achieved by the study. Student should consider following points on stating research objectives:

- § These should state the purpose of the project
- § These must be based on logical facts and figures
- § These must be achievable within a specified timeframe and parameters
- § These objectives should be presented such that these should facilitate the reader to locate various important points in the research work
- § The specified objectives should be clearly phrased in operational terms specifying exactly what you are going to do, where and for what purpose
- § At the end of the study, objectives must be assessed to see if they have been met/achieved or not

1.4 Significance: It lays down the importance or potential benefits of the project. It specifies how your study will improve, modify or broaden presented facts in the field under exploration. Make a note that such improvements/ modifications may have significant implications also.

When you are taking into account the importance of your study, pose yourself the following questions.

- § What will be the outcomes of this research study?
- § Will the results of this research contribute to the solution or development of anything related to it?
- § What will be improved or changed as a result of the proposed research?
- § How will results of the study be implemented and what innovations will come out?

Chapter No 2: Conceptual Review

It should include expected project sections, parts, main headings or outline of the final project

Chapter No 3: Competitor Analysis

It should include expected project sections, parts, main headings or outline of the final project

Chapter No 4: Methodology

Explain methodology of your project and provide justification.

Tip: Keep in view the methodology used on the topic by other researchers previously and provide reference according to APA format.

4.1 Data Collection Sources: Describe all the sources to be used for data collection.

- § Primary sources
- § Secondary sources

4.2 Data Collection Tools/Instruments:

- § Which tools will be used for data collection (i.e. Questionnaire, Structured Interviews, Observations, etc) according to the need of the project?
- § Why a particular tool is selected?
- § Is it possible to use multiple tools? If yes provide justification.

4.3 Subjects/Participants:

- § What is the target population?
- § What sampling frame will be used?
- § What is sample size?
- § What type of sampling technique will be used?

4.4 Fieldwork/Data Collection:

§ How will the data be collected?

§ How will the quality control be assured during data collection?

§ How will the answers about practical issues be answered? For example if you are going to carry out survey, then think about where and for how long this survey will be carried out? Will organizations (specify names) provide you access (physical, time, documents) to what you need for your project?

4.5 Data Processing & Analysis: (Methods you will use to extract and process the information you will gather)

§ How will the analysis be carried out?

§ Which software package (MS Excel, SPSS, etc.) will be used for data entry and analysis?

Bibliography

Bibliography is a list of source materials on a particular subject. In a formal report, it includes books and other library materials which have been consulted in the preparation of the project. As a part of the reference matter, it follows the appendices.

Note: The APA format for the reference citation is given in the lesson # 45 of the lecture hand outs of STA630. It is also advised to consult the said course for a better understanding of the research process.