

Layout of Project Proposal

Word Count- 1500

✓ **Introduction/Rationale**

- Introduce the key concepts
- The importance of those concepts in brief
- Brief introduction to the organization/ industry selected
- Rationale (Why did you select this particular topic? Or in other words discuss the real problem, symptoms and consequences)

✓ **Problem Statement**

- State the exact problem statement (As a declarative statement or as a question) without any explanations.

✓ **Objectives**

- State the objectives in point form.

✓ **Introductory Literature Review**

- Write at least 500 words referring to 3 journal articles and text books.
- Use 'Cite Them Right' manual for all the in-text referencing purposes.

✓ **Proposed Methodology**

- Briefly discuss the approaches that the researcher is intended to select for his/her final research project. The elements of the methodology are as follows.
(Research strategy, research approach, research type, type of investigation, study setting, extent of researcher interference, time horizon, unit of analysis, sampling approach, data analysis approach, data collection methods)

✓ **Project Plan**

- Sample project plan can be downloaded from the following link.
http://www.bms.lk/gdm_slides.html
- Adopt the given sample for 3 months.

✓ **Sources of Reading**

- Write the list of references according to the alphabetical order.
- Stick to 'Cite Them Right' manual for the citation orders (End-text references) given.