

Module Title

Research Methods

Module Code

RM-602

Level / Year of Study

MQF Level 6 / Year 2

Credit Value

12 ECTS

Module Leader / Tutor Name

[Insert Name]

Assessment Title

Designing a Research Proposal for a Business Issue

Assessment Type

Research Proposal (Written Report) + Oral Presentation

Assessment Weighting

75% Proposal (3,000 words) + 25% Presentation

Submission Deadline

[Insert Date and Time – e.g., 15 November 2025, 23:59 GST]

Submission Format

- **Written Component:** Typed submission via Moodle (PDF or Word)
- **Presentation:** Delivered in class or uploaded as a recorded video (5–7 minutes)
- Referencing: Harvard Style

Assessment Overview / Task Description

You are required to design a business research proposal addressing a relevant business issue or opportunity. The proposal should demonstrate your ability to select and justify appropriate research methods, apply ethical considerations, and plan a research project using academic standards. A 5–7 minute presentation will accompany the proposal to communicate your idea clearly and professionally.

Assessment Aim and Learning Outcomes

Aim:

To develop students' capability in planning a structured, ethical, and academically grounded research project that supports their future dissertation or final year project.

Learning Outcomes Assessed:

By the end of the assessment, students will be able to:

1. Define a relevant business research problem and formulate clear objectives
2. Conduct a critical review of academic literature
3. Justify methodological approaches and research tools
4. Recognise and address ethical issues in research
5. Communicate research design effectively through writing and presentation

Assessment Instructions / Requirements

Written Proposal (75%)

- **Word Count:** 3,000 words $\pm 10\%$
- **Structure:**
 - Title Page
 - Introduction & Background (define the issue and significance)
 - Research Aim and SMART Objectives
 - Literature Review (8+ scholarly sources, critical synthesis)
 - Research Methodology (design, tools, sampling, analysis)
 - Ethical Considerations (risks, consent, confidentiality)
 - Limitations
 - Optional: Timeline (Gantt chart or milestones)
 - References (Harvard style)
 - Appendices (if needed)

Presentation (25%)

- Duration: 5–7 minutes
- Content: Summary of the research issue, proposed methodology, and potential impact
- Delivery: Live or recorded
- Format: Professional tone, use of slides recommended

Assessment Criteria / Marking Scheme

Criteria	Weight
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Research Aim, Objectives & Relevance	15%
Critical Literature Review	20%
Methodology Justification	20%
Ethical Awareness	10%
Clarity, Structure, Referencing	10%
Presentation of Ideas (Oral)	25%

Assessment Weighting Criteria

- 75% – Written Research Proposal
- 25% – Oral Presentation

Referencing Style Guide

Use **Harvard Referencing Style** throughout.

Refer to: https://library.leeds.ac.uk/info/1401/referencing/47/harvard_referencing_examples

Academic Integrity and Plagiarism Warning

All submissions must be original. Turnitin will be used to detect academic misconduct, including plagiarism, collusion, and use of AI-generated content without declaration. Offences will result in penalties under institutional policy.

Support and Resources Available

- **Research Methods Reading List** (available on LMS)
- **Sample Proposals and Templates**
- **Slides and Notes from Lectures**
- **Supervisor/Tutor Office Hours:** [Insert Time]
- **Academic Writing Workshops**

Late Submission Policy

- -5% penalty per calendar day late (up to 5 days)
- After 5 days: **0% recorded unless prior extension is granted**

Resit / Reassessment Information

Students who fail must revise their original proposal and presentation based on feedback. The reassessment task will follow the same format and criteria.

Feedback and Grade Release

Marks and feedback will be released via Moodle within **15 working days** after submission and presentation. Final grades are subject to moderation and exam board approval.

Appendices (if needed)

- Sample Gantt Chart

- Research Ethics Checklist
- Marking Rubric
- Sample Title Page

Checklist Before Submission

- Title and research aim clearly defined
- SMART research objectives presented
- Minimum of 8 academic sources in the literature review
- Methodology clearly described and justified
- Ethical risks and solutions addressed
- References correctly formatted in Harvard style
- Oral presentation submitted or scheduled
- Turnitin originality report reviewed

Common Mistakes to Avoid

- Vague or overly broad research questions
- Descriptive, non-critical literature reviews
- No justification for chosen methodology
- Ethical issues ignored or generalised
- Missing or incorrectly formatted references
- Poorly timed or disorganised presentation

Exemplar / Sample Work or Extracts

Examples of past high-quality proposals are available via Moodle or upon request from the module leader.