**STRUCTURE OF THE PROJECT PROPOSAL**

The following notes provide students with the structure of the project proposal. It is advisable to discuss the development of the proposal with the tutor.

The proposal should be word processed and approximately 1,500 words in length, excluding bibliography.

As a guide, students are advised that a good project proposal will attempt to address the following:

**I. Project title**

The proposal needs to have a project title. At this stage it is a working title and can be changed at a later date if a more appropriate wording is found.

**II. What is the project about?**

This should give a clear indication of the project aims that the study seeks to achieve.

**III. What are the research questions?**

The project question should be explicit. A research question may lead to a statement of three or four specific objectives, which are to be achieved in order to answer the project question. These should be investigative in nature and therefore problem-based. Students must bear in mind the need to analyze rather than merely describe.

**IV. Why is the project important?**

The rationale for the project should include statement as to why the project should be undertaken. This should include personal, business and academic reasons.

**V. What is the academic literature basis of the project?**

Students need to choose a topic for which there is sufficient literature available. In the proposal they should show how their first reading of the literature has helped them to define their research question.

**VI. How will the students answer the research question (Research Methodolgy)?**

This section must detail the way in which the aims and objectives of the investigation are to be achieved. Students must remember that this means not only a description of the methods to be used, but also a discussion of the logic of those methods.

**VII. Project Plan**

The proposal should indicate the process path to be used. This should detail the way in which the project is to be achieved, and should, if possible, identify phases or stages, timescales and an overall timetable.

**VIII. Bibliography**

A full bibliography of all items referred to in the proposal should be provided. It should be obvious to the reader of the proposal where students have sourced the referenced material that has been used in the text of their proposal. This bibliography must be presented in a consistent manner and follow a recognized convention.