

Bus. 313 Group Project
Business Research Proposal
Dr. Kim Hogelucht

Nature of Project/Topics:

Group Research Project (Typed Proposal=50 pts. + Presentation =50 pts. =Total 100 pts.). This assignment is designed to develop your skills at proposing a research study both in written and verbal formats. For this project, you will serve as a group of consultants who have been hired to conduct research and make a proposal related to a need/problem. Topics could range from skills needed for the job search process, a University need, OR assist a non-profit organization with an issue. Based on your research, you are expected submit a typed, bound business/research proposal and give a formal presentation. Be sure to specify who your target audience is for the paper and presentation. A few possible topics include:

- What employers look for when interviewing job candidates
- What skills employers feel students lack
- How prepared students feel for the job search process
- The impact of appearance on credibility
- What a student can do to make a positive impression in an interview
- What employers know or feel about informational interviews
- Improving marketing or advertising of a non-profit organization
- Research possible fundraisers for a non-profit organization

Parts of the Proposal:

1. **Cover Page:** Includes running head, title, authors, and date. Use APA format (see Lib Guide in eclass for assistance).
2. **Abstract**—No more than 10% the entire length of the report. Summarizes need for study (cite a few sources here), primary research questions and proposed data collection procedures. This fall directly after the cover page.
3. **Background of the Study (1-2 pages):** Includes an introduction to the study and relevance of topic (cite several sources here) and briefly mentions intended focus of study (1-2 pages long).
4. **Literature Review (3-5 pages):** Break into subheadings according to bodies of pertinent literature. By sharing major findings of research or studies, you are making an argument for the need for your study. Use transitions between bodies of literature. Be sure to cite sources throughout this section. All sources cited should be cited in APA format and also located on your reference page. **Cite from a minimum of 6 different professional/scholarly sources.**
5. **Statement of Problem (1 page):** Based on the research, state clearly the need for your study. Make sure that your literature review makes a clear argument that supports the need for your research project.
6. **Purpose of Study/Research Questions (1/2 page):** State at least 2 overarching research questions that your study will address. If needed, you can have a few sub-questions as well.
7. **Overview of Methodology (1 page):** State if you plan to conduct a quantitative study or qualitative study. If you plan to conduct a quantitative study, be sure to create a thoughtful survey you refer to as an appendix. A survey designed to collect quantitative data should include easily tabulated responses (multiple choice, likert-type scale questions (strongly disagree to strongly agree), ranking questions, etc. Also, describe your plan for data analysis. For example, your survey results will be tabulated in excel or SPSS or Qualtrics. If you are conducting a qualitative study, how you will collect data (interviews and/or observations). Refer to your

interview questions/survey as an appendix. Explain how your results will be coded. For example, you might state that you plan to transcribe each interview and then look for themes, etc.

- 8. Limitations of Study (1/2 to 1 page):** Point out any limitations to your study (sample size, other variables that may come into play, context, etc.)
- 9. Significance of Study (1/2 to 1 page):** Point out several reasons why you feel your research project is well-founded and should be supported. What impact could it have?
- 10. Reference Page:** Include sources alphabetically based on last name in APA format (See Lib Guide in eclass). Only include sources that you cited from in the text of the report. **A minimum of 6 different professional/scholarly sources should be cited from in the text and included on the reference page.**
- 11. Appendices:** Include copies of surveys and other longer documents here. Refer to these in alphabetical order---according to how they appear in text (Appendix A, Appendix B, Appendix, C, and so on). Type the label at the top of each appendix. At a minimum, you should have at least one appendix→ your survey or interview questions.

Study should be 10 pages minimum (including cover page, abstract, all parts of report and appendices) and no more than 15 pages long.

Group members will complete a peer evaluation of each member in the group (please see peer evaluation form in eclass).

Plan to meet with your group members regularly and do more than your fair share.