



## **BACHELORS DEGREE PROGRAMMES RESEARCH PROJECT 1 DETAILED GUIDELINES**

### **Cover Page**

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- i. This page should not be paginated (*should not have page numbers*)
- ii. All wording should be single- spaced and in uppercase/Capital Letters
- iii. All wording on the cover page to be bold and font-size is 12.
- iv. Items will be arranged in the following sequence:
  - a) Title should be focused, informative and not more than 20 words
  - b) Full names of student followed by highest qualification in standard abbreviation in brackets
  - c) Registration number of student below the name

Then follows the writing:-

***For Undergraduates e.g.***

“A Research Project Proposal submitted to (specific schools) in partial fulfillment of the Requirements for the Award of the Degree of (specify, e.g. Bachelor of Science) Gretsa University.”

**E.g.**

**A RESEARCH PROJECT PROPOSAL SUBMITTED TO THE SCHOOL OF HOSPITALITY AND TOURISM IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT OF GRE TSA UNIVERSITY**

- v. Month and year of submission comes immediately after (**e.g. MAY 2016**) – immediately before the bottom margin
- vi. The entire wording on the cover page should be centered

### **Student Declaration Page**

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To have the following writings in font 12, Times New Roman:

This Proposal is my original work and has not been presented for award of a (state your level of learning) or for any similar purpose in any other institution

**E.g. of a student pursuing a Bachelor’s Degree**

This Proposal is my original work and has not been presented for award of a degree or for any similar purpose in any other institution

Then the student signs above his/her name and registration number, followed by the date. E.g.:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Josphat Njoroge Kinuthia

HPM-2-0340-15

**Supervisor:** This proposal has been submitted with my approval as University supervisor

Then the supervisor, sign above at least two of his/her names written in full, together with his/her respective departments.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name of the supervisor

Department \_\_\_\_\_

Gretsa University (state institution of supervisor(s))

E.g.

Signature:

Date: 2<sup>nd</sup> June, 2016

Prof. George Obasanjo Kiriamiti

School of Education, Humanities and Social Sciences

Gretsa University

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## **Table of Contents**

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The table of contents should capture the main titles and subtitles (Up to three levels) in the text.

They should be computer generated

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### **List of Tables**

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Need to be computer generated and as listed sequentially

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### **List of Figures**

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Need to be computer generated and as listed sequentially

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## **Abbreviations and Acronyms**

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This section should be included in the proposal. Abbreviations and Acronyms need to be given because they may be found in the proposal. They should be written in an alphabetical order.

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## **Operational Definitions of Terms**

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- i. Operational definition of terms refers to how the term or the variable has been contextualized in the study by the researcher (i.e. in which context has the word been used)
- ii. This should come immediately after the Abbreviations and Acronyms

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## **Abstract**

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- i. All proposals must have an abstract, which should not exceed 300 words.
- ii. Should be single-spaced and not paragraphed.
- iii. The abstract should consist of precise summary of the entire proposal including the background to the study, problem statement, objectives, hypotheses and methodology and data analysis methods. It should give an overview of the proposal.
- iv. The abstract should start on a new page.

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## **FORMAT OF MAIN BODY OF PROPOSAL**

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Each Chapter of the proposal e.g. CHAPTER ONE: INTRODUCTION should start on a separate page.

Note: Numbering of the main body of the proposal to follow as stated below where applicable

Each chapter should start with an introduction section which highlights the contents covered

## CHAPTER ONE: INTRODUCTION (Centered)

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This chapter should start with an introduction which specifies the subtitles of content covered.

### 1.1 Background to the Study (introduces subject area under study and current situation).

⇒ You are expected to give an overview of your research as follows:

- General overview of the research subject matter
- Overview of the profile of the population of study
- The critical statement should be acknowledged but it should not look like a literature review
- Average 2 to 3 pages

### 1.2 Statement of Research Problem

⇒ To be precise and focused

⇒ It should show a clear felt need of the problem (from valid source or reference)

⇒ What is the problem at hand?

⇒ When and why is it a problem?

⇒ How is it a problem?

⇒ Literature citation.

⇒ The statement of research problem should be organized in such a way that each paragraph demonstrates existence of the knowledge gap indicated by the research questions.

### 1.3 Purpose of the Study (this is what the study seeks to address)

**E.g.** The study seeks to investigate the effects of Customer Relationship Management (CRM) on customer satisfaction.

### 1.4 Conceptual Framework

- Explain the relationships between the independent and dependent variables The conceptual framework to reflect the research title and the objectives

### 1.5 Research Questions

⇒ Pose a question highlighting the knowledge gap corresponding directly to each specific objectives set that will address it

### 1.6 Objectives of the Study

#### 1.5.1 General Objective

⇒ This should be developed from the title

#### 1.5.2 Specific Objectives

⇒ They should be SMART (Specific, Measurable, Achievable, Realistic and Time bound)

⇒ Revolve around the research title

⇒ Specific objectives are directly linked to the variables used in the study

⇒ They should be at least two

### 1.7 Hypotheses of the Study

⇒ Should be derived from the specific objectives

⇒ Should follow the order in which the specific objectives are written

⇒ They should be stated in the null [ $H_0$ ] hypothesis

### 1.8 Significance of the Study

⇒ To explain the benefits and the beneficiaries of the findings of the study

⇒ On average 4 to 5 beneficiaries should be included

### 1.9 Delimitations or Scope of the Study

- ⇒ Gives the extent to which the study will be carried out
- ⇒ What is the knowledge depth considered for this study
- ⇒ Why do you limit yourself only to the depth proposed

### 1.10 Limitations of the Study

- ⇒ These are the anticipated constraints
- ⇒ What are the possible constraints that may hinder you from an in-depth investigation?
- ⇒ What are the mitigation strategies or ways of reducing them?

### 1.11 Assumptions (if necessary)

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## CHAPTER TWO: LITERATURE REVIEW (centered)

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**2.1 Introduction** (provide structure of this chapter in line with objectives in chapter one)

**2.2** Review of literature related to the main concept

**2.3** 1<sup>st</sup> Theme: Review by first objective

**2.4** 2<sup>nd</sup> theme: Review by second objective

**2.5** 3<sup>rd</sup> theme: Review by third objective

**2.6** 4<sup>th</sup> theme: Review by fourth objective

(The sequence follows based on the number of objectives in the study)

**2.7 Theoretical framework(s)**

These originates from existing theories and forms the foundation of the proposed study. Discuss in length the propositions of the theory and use other experts' advice pertaining the use of the proposed theories. In addition, discuss how the proposed theory informs the current proposed study. The candidate should demonstrate how the theories proposed will help in the research proposal in becoming the basis on which the entire research is based. It is advised that student retains the key theory and possibly two.

**2.8 Summary of identified gaps in the reviewed literature**

#### General guidelines when reviewing literature:

- The literature review should be consistent with the requirements of the title (internal consistency) and aspects of the introduction e.g. background to the study.
- The literature review should be properly cited, paraphrased and critiqued. Use the latest version of American Psychological Association (APA) guideline.
- Unless for archival studies, 80% of the references used should not be less than five years old.
- Endeavour to use current refereed journals and periodicals as much as possible (use the University e-resources, books and e-books). Note that you can seek assistance from the University librarian.

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## CHAPTER THREE: RESEARCH METHODOLOGY (centered)

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The Methodology section should start with an introduction which specifies the subtitles of content covered. This Chapter highlights methodological details appropriate to the study. They include:

**3.1 Research Design** (State and justify the chosen design). Link the design to the study topic. In addition, the research design determines the kind of research instruments that will be used for data collection and the method of analyses.

**3.2 Study Area** (State where the study will be done (location) and why it was chosen)

**3.3 Target Population** (Describe the target population and give figures and a reliable source).

**3.4 Sampling Techniques** (Explain the Sampling techniques used for the study)

**3.5 Sample Size** (explain the sample size-(unit of analysis) and explain how it will be determined).

**3.6 Measurement of Variables** (the candidate to demonstrate how each variable will be measured in the study)

Use a table per the following format:

Variable	Measures/Indicators	Measurement scale	Question number

**3.7 Research Instruments** (Justify the choice of instruments that will be used in the study and how they will be constructed and what they are meant to achieve)

**3.8 Validity of Measurements-** Explain how the validity of the measurements will be established by describing the various forms of validity such as face validity, content validity, and construct validity if any.

**3.9. Reliability of Measurements** – Describe how you will assess the reliability of measurements. For example, using Cronbach’s Alpha Coefficient of factor analysis

**3.10 Data Collection Techniques** (Explain how field data collection will be done)

**3.11 Data Analysis**

- Explain the techniques that will be applied in analyzing data based on each objective stated
- Clarify the methods of analysis of each research question or hypotheses (use a table to ensure clarity) as follows:

Hypothesis	Hypothesis test	Statistical model

- For qualitative data indicate the method of thematizing and coding
- Explain how data will be presented after analysis is complete (e.g. tabular, graphs, and text.)

**3.12 Logistical and Ethical Considerations**

i) Logistics refers to all the processes or activities that a researcher must address or carry out to ensure successful completion of a research project.

ii) Ethical issues deals with one’s conduct and serve as a guide to one’s behavior.

## REFERENCES

References should be single-spaced and listed alphabetically in the reference list.

For citations within the text, the format of author and year of publication is recommended. Use the latest American Psychology Association (**APA**) style of referencing. For further reading follow the link below:

<https://owl.english.purdue.edu/owl/owlprint/560/>

**E.g.: APA referencing of a book**

Mugenda, O.M. & Mugenda, A.G. (2003). *Research Methods Quantitative and Qualitative Approaches*. Nairobi: ACTS Press.

**E.g.: APA referencing of a journal**

Zopiatis, A. & Constanti, P. (2007). “And never the twain shall meet”: Investigating the Hospitality industry-education relationship in Cyprus. *International Journal of Contemporary Hospitality Management*, 49(5), 391–407.

## APPENDICES

They will include such items as Work Plan, Budget, Maps, and Questionnaires.

These must be numbered sequentially e.g. 5.1, 5.2, 5.3...

## PROPOSAL PRESENTATION DETAILS

### (a) Typing

- **Typing:** All proposals should be typed in font 12 (Times New Roman) on A4 size paper, double-spaced, and on one side of the page;
- **Page margins:** Page margins will be as follows: left 40 mm (1.5 inches) and all other sides 25 mm (1 inch);
- **Page numbering:** e.g. 1, 2, 3...should be aligned bottom centre and start on the INTRODUCTION page. All preceding pages except cover page should have Roman numbering system (i.e. i, ii, iii...). From title page to abbreviation/acronyms page, the numbering will be in Roman lower case numbers (i, ii...) in a sequential manner
- **Page numbers:** The proposal should be between 15-20 pages, excluding references and appendices.

### (b) Tense: Future tense should be used