



## **Research Proposal Guidelines – 2024**

**BBM, Fourth Semester**

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United College  
Kumaripati, Lalitpur, Nepal

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### **Background**

A research proposal for BBM (Bachelor of Business Management) students in their fourth semester at United College is a critical step in deepening their understanding of business concepts while honing essential research skills. This stage of their academic journey requires students to explore specific topics in business, such as marketing, finance, organizational behavior, or entrepreneurship. By preparing a research proposal, students apply the theoretical knowledge gained in earlier semesters, allowing them to focus on practical issues within the business world. The process of developing a proposal helps students refine their abilities to design and conduct research, including formulating research questions, developing hypotheses, and identifying appropriate methods for data collection and analysis. In doing so, they learn how to engage with existing literature, evaluate gaps in knowledge, and propose meaningful ways to address those gaps. Additionally, the research proposal encourages students to develop critical thinking, problem-solving, and project management skills, all of which are vital in the business field. This exercise also allows students to practice articulating their ideas clearly and concisely, a valuable skill for both academic and professional settings. By completing the proposal, students are not only preparing for advanced research projects but are also laying the foundation for their future careers.

### **Objectives**

The objectives of the research proposal for BBM students in their fourth semester at United College are to help students identify and define a relevant business research problem, formulate clear research questions and hypotheses, and develop appropriate research methodologies. The proposal encourages critical thinking by analyzing existing business literature and identifying gaps, while also enhancing students' ability to communicate their research clearly. It prepares students for advanced research by teaching them how to design ethical, data-driven studies, equipping them with the skills necessary to address real-world business challenges and succeed in future academic and professional endeavors.

### **Outcomes**

The outcomes of a research proposal include the development of a clear and focused research plan, with well-defined research questions, hypotheses, and methodologies. Students gain the ability to critically analyze existing literature, identify research gaps, and design ethical, data-driven studies. Additionally, students improve their communication skills by presenting their research ideas effectively. Ultimately, the proposal prepares students for conducting independent research, contributes to their academic growth, and equips them with skills valuable for solving real-world business problems.



### **Evaluation**

For research proposal, 20 marks is allocated as part of the internal assessment. Students are required to submit their proposals before the end of the fourth semester to earn these marks. These 20 marks will be awarded based on the quality, structure, and content of the proposal, assessing factors such as the clarity of the research topic, the formulation of research questions, the proposed methodology, and the overall academic rigor of the document.

### **Volume of report**

The research proposal, spanning 10-12 pages, will include a title page, table of contents, and three main chapters. Chapter 1 introduces the background, problem statement, research objectives, and the significance of the study. Chapter 2 provides a literature review, including theoretical and empirical studies, and a conceptual framework. Chapter 3 outlines the methodology, covering research design, sampling, data collection, analysis plans, and a timeline for project completion, followed by a reference section.

### **Deadlines**

Students at United College are required to prepare and submit their research proposals before the end of the semester. The proposal should be comprehensive, following the prescribed format and guidelines. It will serve as a foundation for their final research project. The deadline for submission is set to ensure adequate time for review and feedback before the completion of the semester.

### **Research proposal titles**

The research proposal title will be provided by the concerned subject teacher or supervisor. Students are required to work closely with their supervisor to ensure the title aligns with the research objectives and the scope of the course. The title will serve as a foundation for the entire research proposal, guiding the focus and direction of the study. Students must submit the proposal according to the guidelines provided.

### **Research proposal procedure**

The procedure for submitting a research proposal is as follows:

1. **Notification:** An official notification will be sent to all students, providing important details about the research proposal process, including the date, venue, time, and facilitator responsible for overseeing the process. This notification ensures that students are well-informed and can prepare accordingly.
2. **Training:** A comprehensive training session will be conducted to equip students with the necessary skills and knowledge to prepare their research proposals. During this

session, the facilitator will explain the research proposal format, the key components to include, and the expectations for the submission.

3. **Preparation:** After the training, students will begin preparing their research proposals. They will work on their background, objectives, methodology, and other required sections, ensuring that their proposals align with the guidelines and research standards discussed during the training.
4. **Correction:** Once the research proposals are prepared, students will submit their drafts for review. The supervisor or concerned teacher will provide feedback and suggest corrections to improve the quality and coherence of the proposal.
5. **Submission:** After incorporating the corrections, students will submit their final research proposals by the designated deadline. It is crucial to ensure that all revisions are made and the proposal is complete before submission.
6. **Evaluation:** Once submitted, the research proposals will be evaluated by the faculty members for internal assessment purposes. The evaluation will focus on the clarity, relevance, and thoroughness of the research proposal, contributing to the students' overall grade for the semester.

#### **Plagiarism policy**

The research proposal submitted by students must not exceed 10% plagiarism, as determined by the college's plagiarism detection software, iThenticate. If the report contains more than 10% plagiarism, the student will be notified and required to revise and correct the plagiarized sections before resubmitting the proposal. Should the resubmitted proposal still exceed the 10% plagiarism threshold, it will be rejected. This policy is enforced to maintain academic integrity and ensure originality in students' work. It highlights the importance of proper citation practices and emphasizes the need to avoid plagiarism in all academic endeavors.

### Technical guidelines

S/N	Particular	Descriptions			
1	<b>Paper</b>	A4 size			
2	<b>Chapter heading</b>	Font: Times New Roman	Size: 16	Align: Center	
3	<b>Sub-heading</b>	Font: Times New Roman	Size: 14	Align: Left	
4	<b>Body part</b>	Font: Times New Roman	Size: 12	Align: Justification	
5	<b>Margin</b>	Left: 1.5	Right: 1	Top: 1	Bottom: 1
6	<b>Spacing:</b>	1.5			
7	<b>Alignment</b>	Justification			
	<b>Page number</b>	Font: Roman numeral for preliminary Arabic number for main body	Size: 12	Align: Lower center of the page	

### Outlines of research proposal

Particular	Page
Title page	i
Table of contents	ii
Chapter – 1: INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem statement	2
1.3 Research objectives	2
1.4 Significance of the study	2
Chapter – 2: LITERATURE REVIEW	3
2.1 Theoretical review	3
2.2 Empirical review	4
2.3 Conceptual framework	5
Chapter – 3: METHDOLOGY	6
3.1 Research design	6
3.2 Sampling design	6
3.3 Planning of data collection	7
3.4 Planning of data analysis	7
3.5 Planning of completing project work	8
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### **Explanation**

Students must follow the given structure when preparing their research proposal. The proposal should be clear, concise, and formatted according to the outlined sections below. The proposal must adhere to academic standards, focusing on originality, quality of research, and proper citation.

### **Title Page (Page i)**

Include the research title, student's name, institution, date, and other required details.

### **Table of Contents (Page ii)**

List all the sections and sub-sections with corresponding page numbers. This helps readers navigate the proposal easily.

## **Chapter 1: INTRODUCTION (Page 1)**

### **1.1 Background of the Study (Page 1):**

Provide a comprehensive overview of the research topic, its relevance, and the context of the study.

### **1.2 Problem Statement (Page 2):**

Clearly define the research problem, highlighting the gap in knowledge or the issue that the study addresses.

### **1.3 Research Objectives (Page 2):**

State the primary goal of the research and specific research questions or hypotheses.

### **1.4 Significance of the Study (Page 2):**

Discuss the importance of the research, including its potential impact and contribution to the field.

## **Chapter 2: LITERATURE REVIEW (Page 3)**

### **2.1 Theoretical Review (Page 3):**

Discuss the key theories and frameworks relevant to your research. Explain how these theories inform your study.



## **2.2 Empirical Review (Page 4):**

Review previous research studies, discussing methodologies, findings, and the relevance to your topic.

## **2.3 Conceptual Framework (Page 5):**

Present and explain a diagram or model that illustrates the relationships between key concepts in your research.

## **Chapter 3: METHODOLOGY (Page 6)**

### **3.1 Research Design (Page 6):**

Describe the overall approach and design of the study (qualitative, quantitative, or mixed methods).

### **3.2 Sampling Design (Page 6):**

Explain the sampling method and size, and describe the population being studied.

### **3.3 Planning of Data Collection (Page 7):**

Detail the methods and instruments used for data collection, such as surveys, interviews, or observations.

### **3.4 Planning of Data Analysis (Page 7):**

Outline how the collected data will be analyzed, including any statistical or qualitative analysis methods.

### **3.5 Planning of Completing Project Work (Page 8):**

Provide a timeline or schedule, outlining the steps and milestones for completing the research project.

## **References (Page 9)**

List all sources referenced in the proposal, following the appropriate citation style (APA, MLA, Chicago, etc.).



.....capital letter.....

**A Research Proposal**

**Submitted by**

<Name>

Roll No.:

BBM Fourth Semester

Business Research Methods (BRM)

**Submitted to**

United College (UC)

Affiliated to Tribhuvan University

Kumaripati, Lalitpur

In partial Fulfillment of the Requirements for the Degree of  
BACHELOR OF BUSINESS MANAGEMENT (BBM)

<Month, Year>

## Table of contents

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**Closing note:**

While preparing the research proposal, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the research proposal follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the research proposal, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

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