

UNIVERSITY OF NAIROBI

SCHOOL OF BUSINESS

GRADUATE BUSINESS STUDIES

MBA/MSCs GUIDELINES ON THE RESEARCH PROPOSAL

SECTION A

A. Proposal Registration

The student on completing and passing the eighteen (18) units registers for proposal supervision. Original Transcript, Fees Statement and Synopsis should be attached to the allocation form which is available in the Department, SOB website or MBA/MSc. office. The student should also sign the Anti-plagiarism declaration form.

Proposal development should take at least one and half (1½) months after which the student registers for proposal presentation.

B. Plagiarism Check/Turnitin

Once the proposal has been approved, the student submits it for plagiarism check as per the guidelines on the allocation form i.e. submitting the document to the Turnitin database email. The plagiarism level should not exceed 15%.

SECTION B: STRUCTURE OF THE PROPOSAL

A. PRELIMINARY PAGES

- Title Page
- Table of Contents
- List of Tables
- List of Figures

I. Introduction

- 1.1 Background
 - Conceptual argument
 - Context of the study
- 1.2 Research Problem
 - Conceptual discussion
 - Context
 - Research gap
 - Research question (s)
- 1.3 Research Objectives
- 1.4 Value of the Study
 - Contribution to theory and practice

II. Literature Review

III. Research Methodology

- 3.1 Research design
- 3.2 Population
- 3.3 Sample design
- 3.4 Data collection
- 3.5 Data Analysis
 - References
 - Appendices

Note: For a case study, population and sample do not apply.

B. FORMAT

- **Length:** Maximum 20 pages, 1½ spacing, A4 paper
- **Margins:** Left margin: 1½ inches
Right margin: 1 inch
Top margin: 1 inch
Bottom margin: 1 inch
- **In-text citation:** Use the parenthetical citation style i.e. Author (Date). Follow the American Psychological Association Style (APA, 6th Edition, 2010)
- **Referencing:** Follow the American Psychological Association Style (APA, 6th Edition, 2010)
- **Pagination:** Bottom centre
- **Justification:** Left and right
- **Font size:** 12, Times New Roman (Text)
14 Times New Roman (Headings)

Signed: _____
Associate Dean, GBS

Date: _____