### **Undergraduate Business Research Proposal**

#### **Title Page**

* **Title of the Proposal**
* **Your Name**
* **Institution and Department**: Include the business school or department.
* **Advisor's Name**
* **Date of Submission**

#### **Abstract**

* Provide a brief overview of the business research topic, goals, and expected findings (150–300 words).

#### **Introduction**

* **Background**: Discuss the business context (e.g., industry trends, market challenges).
* **Problem Statement**: Define the business issue or research question.
* **Significance**: Explain how the research can contribute to business strategies or decision-making.
* **Objectives**: Clearly outline your goals.

#### **Literature Review**

* Summarize key studies and frameworks in business or economics.
* Identify gaps in knowledge or practical issues your research will address.

#### **Research Questions or Hypotheses**

* Define specific business-related research questions or hypotheses.

#### **Methodology**

* **Data Sources**: Mention secondary (market reports) or primary (surveys, interviews) data.
* **Methods**: Detail data collection techniques (e.g., financial analysis, surveys, case studies).
* **Analysis**: Specify methods for data analysis, such as SPSS, SWOT, or financial modeling.

#### **Expected Outcomes**

* Discuss the anticipated results and their relevance to business practices.

#### **References**

* Include sources in a style like APA or Harvard, commonly used in business studies.