

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.