

Assignment 2

MBAA 874 – 2020

TEMPLATE

Title

(Type the proposed working title of your research project in sentence case in the place of the words “Title” above. Once the preceding block of instructions has been deleted, the title should be positioned horizontally (i.e., from left to right) **and** vertically (i.e., from top to bottom) in the middle of the page. Add or delete line breaks before the title to correctly position it on the page.)

By

Title, initials and surname, e.g.

M A Bakram

Student Number

Telephone number:

E-mail address:

NWU SCHOOL OF BUSINESS AND GOVERNANCE

at the

NORTH-WEST UNIVERSITY

Subject:

Research Methodology (MBAA 874)

Date of submission:

(The due date is 7 August 2020 on eFundi- no late assignment will be accepted.)

Declaration of own work: I declare that this assignment is my own work and that I have cited the sources from which I completed the assignment.

☐

Tick this box

Assignment 2 - Briefing

Project planning phase 2: Planned research method

For this assignment, please follow the instructions. Complete the requirements as thoroughly as possible in correspondence with the weighting allocated to each requirement. Read the suggested literature in preparation for this assignment by referring to your MBAA 874 Module Reader (available on eFundi) and the prescribed textbook. The suggested reading relevant to this assignment is provided at the end of the assignment. For the purpose of this assignment a unit of analysis is described as: The *who* or *what* that you will analyse in your study. It represents the major entity that you are analysing in your study (Trochim, 2006).

REQUIREMENT	NOTES	MARKS
Title and Problem statement		
1. Provide your current / revised research title.	State your current or revised title based on feedback, reflections and assignment 1.	/1
2. Provide your current / revised primary research question.	State your current or revised research question based on any feedback, reflections and assignment 1.	/2
Research design		
3. Indicate whether your study will be qualitative or quantitative in nature. Why? Motivate your answer.	Provide your answer by making reference to the nature of your data that you will be collecting.	/2
4. Will your study be cross-sectional or longitudinal in nature? Why? Elaborate. In the case where you have indicated longitudinal research, also provide the time intervals between the data points.	Provide your answer by making reference to the nature of what you are interested in studying.	/2
Unit of analysis/ Sampling		
5. Describe in as much detail as possible who or what your study population will be (i.e. your unit of analysis). That is, who/what will you study?	The unit of analysis includes individuals (e.g. employees), organisations, industries, institutions, systems, programmes, financial reports, processes, etc. (depending on what is relevant in your study). Provide all the characteristics of the unit of analysis relevant to your study.	/10
6. Indicate the number of units of analysis that will be included in your study (i.e. sample size).	For example, how many individuals/organisations/systems, etc. will be analysed in your study.	/1
7. What strategy will you follow to identify and choose your unit of analysis? (i.e. Sampling strategy).	Indicate and briefly describe the sampling strategy to be followed in this study.	/3
8. Where will you find your unit of analysis (i.e. geographically)?	For example, where are they situated geographically? Will the information about your unit of analysis be in the public domain or private institution?	/3
9. How difficult will it be to gain access to your unit of analysis? Please explain.	E.g. who would you need to ask permission to gain access to participants or respondents? How easily accessible is the population/sample group?	/2

10. Please explain why you believe that this particular unit of analysis will be the most suitable to answer your primary research question.	In this question you are expected to explain why you have chosen your specific unit of analysis.	/3
11. Could an alternative unit of analysis also be appropriate to answer your primary research question? Please elaborate.	In this question you are expected to explain whether it could be feasible to rely on another unit of analysis.	/2
Data collection		
12. Describe in as much detail as possible the nature of the data you intend to collect. Explain whether your data will be in the form of questionnaires, interviews, financial reports or historical data, etc.	- If you will be using questionnaires, please indicate whether these will be existing questionnaires or self-developed instruments, and please include the questionnaires in this assignment. - When using interviews, provide all the interview questions you intend to ask the participants. In the case where it will not be any of the aforementioned, provide an example of the data you intend to collect as part of your study.	/10
13. Explain the process through which you intend to collect your data.	Explain how you intend to gather the data (for example, will you deliver questionnaires by hand or email/how you will contact the individuals for interviews/how you plan on obtaining your financial or other information).	/2
Data analysis		
14. Describe in as much detail as possible how you will analyse your data by indicating the data analysis techniques and methods you will use. Also provide details regarding possible software programs to be used (where applicable).	- If you are analysing quantifiable questionnaire data, indicate the statistical procedures and tests you will apply in your data analysis. - For qualitative data (e.g. interviews) indicate the method and process you will follow to analyse your interviews. - For other types of data (i.e. analysing financial reports, historical data, etc.) indicate for example the formulas or other techniques you will apply to draw conclusions from your data.	/10
Technical aspects		
15. Technical aspects	Layout (Font, spacing, headings, logical flow), language (grammar, sentences and spelling), referencing- Harvard style (in-text and List).	/5
TOTAL		/60

CONTENT

Read your reader and prescribed material. Populate these headings to form your assignment in complying with the Rubric and Brief in study guide. This is just an indication. The space provided can be exceeded. This assignment will comprise your draft research proposal and thus the beginning of your examination = Research Proposal. Please proof read and ensure a quality product with sound academic writing.

1. Provide your current / revised research title (in Sentence case).
2. Provide your current / revised **primary research question**.

Research design

3. Indicate whether your study will be **qualitative and/or quantitative** in nature. Why? Motivate your answer.
4. Will your study be **cross-sectional or longitudinal in nature**? Why? Elaborate. In the case where you have indicated longitudinal research, also provide the time intervals between the data points.

Unit of analysis/ Sampling

5. Describe in as much detail as possible who or what your **study population** will be (i.e. **your unit of analysis**). That is, who/what will you study?
6. Indicate the **number of units of analysis** that will be included in your study (e.g. **sample size**).

7. What **strategy** will you follow to identify and choose your unit of analysis (**Sampling Strategy**)?
8. Where will you **find your unit of analysis** (i.e. geographically)?
9. How difficult will it be to **gain access to your unit of analysis**? Please explain.
10. Please explain why you believe that this particular unit of analysis will be the **most suitable to answer your primary research question**.
11. Could an **alternative unit of analysis** also be appropriate to answer your primary research question? Please elaborate.

Data collection

12. Describe in as much detail as possible the **nature of the data** you intend to collect. Explain whether your data will be in the form of questionnaires, interviews, financial reports or historical data, etc.
13. Explain the **process through which you intend to collect your data**. (you can include a data collection process flow diagram and then explain it)

Data analysis

14. Describe in as much detail as possible how you will analyse your data by indicating the **data analysis techniques and methods** you will use. Also provide details regarding possible software programs to be used (where applicable).

15. **References** Indicate which sources you have used to complete each part of this assignment - from Reader and own sources.= Use the Harvard method- see NWU library on-line how to use Harvard!!!