

MBAA 874- 2020

Assignment 1

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:

SCHOOL OF BUSINESS AND GOVERNANCE

at the

NORTH-WEST UNIVERSITY

Subject:

Research Methodology (MBAA 874)

Date of submission:

(The date of submission due date is 10 April 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

Assessment Sheet/Rubric for use by lecturers/facilitators

Project planning phase 1: Identify your research topic

REQUIREMENT	NOTES	MARKS
1. Formulate a descriptive title consisting of no more than 14 words for your research project.	Follow the guidelines for formulating a title by referring to your MBAA 874 Module Reader (available on eFundi) and the prescribed textbook.	/3
2. Give a Brief literature review on the topic in 750 - 1000 words what exactly it is you are interested in studying to support the research problem.	Note that no more than 1000 words will be assessed for marks. This needs to include referencing in Harvard referencing style from sources to substantiate your claims and arguments. It is not acceptable to only present your problem from your own experience and opinions.	/10
3. Research Problem Statement.	It must be a problem not an objective. e.g. The problem this study aims to address is that 80% of employees in the call centre industry have indicated that they have the intention to quit, resulting in a managerial dilemma that needs to be addressed	/5
4. Based on the above, formulate a primary research question that clearly illustrates the research problem you intend to study.	This should be stated as a single question, and not in paragraph format. Also, this does not constitute what you intend to ask your participants, but should rather reflect the purpose of your research project). Follow the guidelines for formulating a research question by referring to your MBAA 874 Module Reader (available on eFundi) and the prescribed textbook.	/3
5. Describe why it will be necessary for management to have your research question answered.	That is, what will your study contribute to the organisation and your field of study?	/3
6. Indicate why you believe this research topic is executable.	Follow the guidelines for assessing the executability, suitability and feasibility of your study by referring to your MBAA 874 Module Reader (available on eFundi) and the prescribed textbook.	/5
7. Please indicate the discipline/field of study/Cluster under which this study can be classified.	E.g. Operations Management, IT, HRM, marketing, business management, etc.	/1
8. Indicate whether this study will follow a quantitative or qualitative or mixed approach. Motivate your answer.	That is, will a quantitative or qualitative design answer your research question? And why?	/2
9. Please indicate the dissertation format you are most likely to follow in your study, and why?	For example mini-dissertation, article format or case study, motivate.	/3

10. Technical aspects	Layout (Font, spacing, headings, logical flow), language (grammar, sentences and spelling), referencing-Harvard style (in-text and List).	/5
TOTAL		/40

CONTENT

Read your reader. Substantiate your answers from the reader and prescribed book. 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.

1. **A descriptive title (consisting of no more than 15 words for your research project)**
2. **Brief literature review**
3. **State your research problem**
4. **Primary research question**
5. **Substantiation of need for the study/contribution**
6. **Indicate why you believe this research topic is executable**
7. **The discipline/field of study under which this study can be classified**
8. **Research Approach (quantitative or a qualitative) and motivation**
9. **Mini-Dissertation format and Why?**
10. **References** Indicate which sources you have used to complete each part of this assignment - from Reader and own sources.