



A Guide to Conduct Your Research Project



A Guide to Conduct Your Research Project

Research Project is a core course in the final year of your degree programme. It carries a weight of 07 credits which requires 350 notional hours of study. It provides you with the opportunity to pursue a topic that interests you. Research experience is intended to provide students with an exposure to research methods and an opportunity to work closely with a faculty appointed supervisor. Preparation of a comprehensive written research report is an essential part of a valid research experience, and the student should be aware of this requirement at the outset of the project. Therefore, your research should focus on a well-defined problem that stands a reasonable chance of completion in the time available. It will also enable you to demonstrate and develop specific skills that are highly regarded by potential employers. This includes problem solving and time management skills in addition to critical thinking and written communication skills.

The information contained in this document will help you to plan and conduct your study systematically.

TIMELINE

(Due to the situation prevailing in the country all the dates can be different from those given)

- ✓ Completion of first three chapters : End December 2020
- ✓ Pre submission viva : End February 2021
- ✓ Final submission : End March 2021

Set specific goals for yourself. Think about what you want from your research and how much time you are willing to put in.

WORKING WITH THE SUPERVISOR

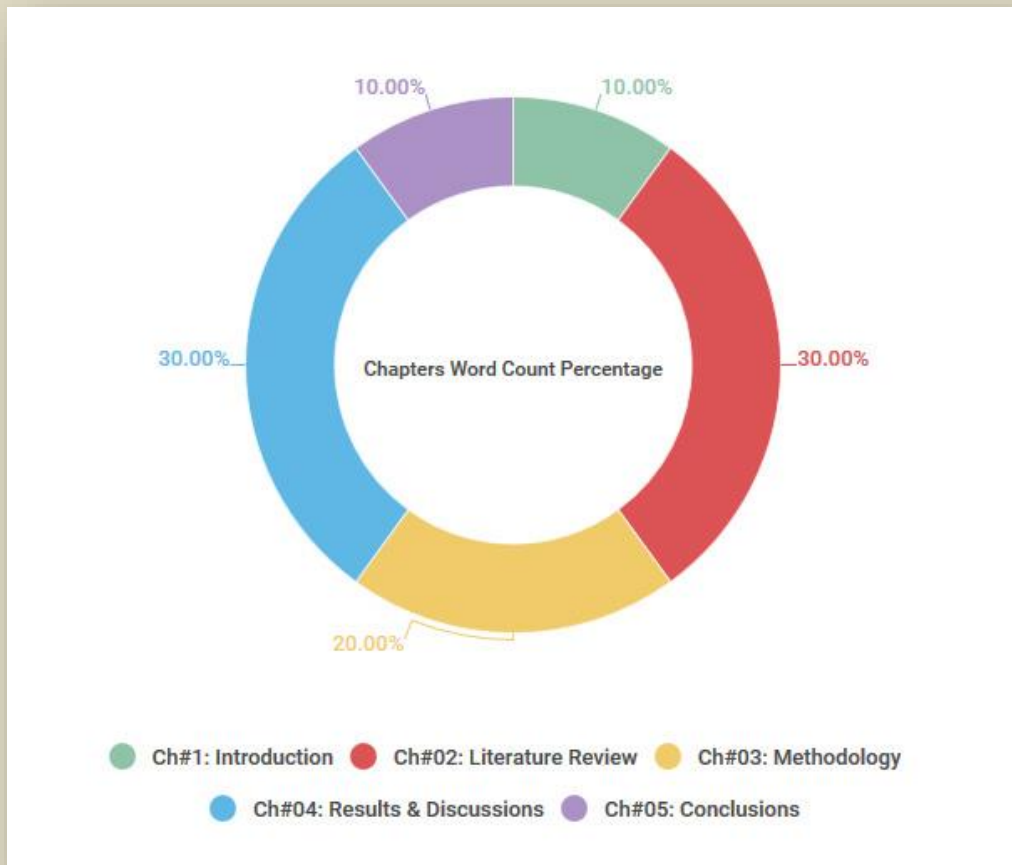
- ✓ Cultivate the relationship with your supervisor.
- ✓ Be mindful of the supervisor's expectations of you.
- ✓ Maintaining regular contact with your supervisor and getting it recorded in a log sheet is essential (see appendix 1 for format of Log Sheet).
- ✓ Supervisor's approval and the records of meetings with the supervisor are compulsory requirements in the submission of the final report.

SUPPORT FROM THE FACULTY

- ✓ The Department of Marketing of the Faculty of Management Studies coordinates the Research Project.
- ✓ Any problems related to your research can be forwarded to mkt.fms.ousl@gmail.com
- ✓ Faculty may issue you a letter to visit other institutions for data collection.
- ✓ Awareness of statistical packages for analysis will be provided by competent staff of the Faculty.

WORD COUNT AND STRUCTURE:

- ✓ 10,000 to 15,000 words containing the following elements:



- **Chapter One: Introduction (1,000 to 1,500 words)**

Introduction serves the purpose of leading the reader from a general subject area to a particular field of research.

- ✓ Establish the context of the research being conducted by summarizing current understanding and background information about the topic.
- ✓ State the research problem, objectives and research questions.
- ✓ Explain the significance of the study and rationale.
- ✓ Brief the remaining structure of the project.

- **Chapter Two: Literature review (3,000 to 4,500 words)**

Literature Review is a written review of major writings and other sources on your topic. Sources covered in the review may include journal articles, books etc. It should provide a description, summary and evaluation of each source.

- **Chapter Three: Methodology (2,000 to 3000 words)**

- ✓ Introduce the overall methodological approach for investigating your research problem.
- ✓ Indicate how the approach fits the overall research design.
- ✓ Describe the methods of data collection you use.
- ✓ Explain how you intend to analyze your results.
- ✓ Provide rationale for methodologies
- ✓ Provide rationale for subject selection and sampling procedure

- **Chapter Four: Results and Discussion (3000 to 4,500 words)**

This section is considered the most important part of a research. It demonstrates your ability to think critically about an issue, to develop creative solutions to problems based on the findings and to formulate a deeper understanding of the research problem you are studying.

It should contain;

- ✓ Analysis of results.
- ✓ Reference to previous research.
- ✓ A claim for how the results can be applied more generally.

- **Chapter Five: Conclusion (1000 to 1,500 words)**

The conclusion is intended to help the reader understand why your research should matter to them after they have finished reading. So, it should;

- ✓ Remind the reader of the strengths of your main argument and the most important evidence supporting those argument(s).
- ✓ Conclusion should not be a repetitive summary of the findings.

FORMATTING

✓ Your research report needs to be arranged in the following format.

1. **Cover page** (see appendix 2)
2. **Inside cover page-** (see appendix 3)
3. **Page of certification-** (see appendix 4)
4. **Declaration.** (see appendix 5)
5. **Acknowledgement**
6. **Table of contents.**

This page (Roman number i) will indicate the contents of the dissertation in the following order.

Acknowledgement,

Abstract,

List of illustrations (Roman letter ii) and

List of Tables (iii).

The chapters numbered in Arabic numerals will be listed thereafter.

7. Abstract

The abstract should present a summary of the research in not more than 500 words. It contains the problem focused, the objective, the method of inquiry, key findings and the conclusion

✓ Page Numbering

The following is the sequence of initial pages of the dissertation with page numbering details:

(Outer) Title page: no underlining; NO ERRORS ALLOWED; No page number

(Inner) Title page: no number

Declaration: no number (compulsory)

Dedication: no number (optional)

Acknowledgements: no number (optional)

Table of contents: page numbers of TOC commence with Roman numerals (i) onwards – for example, first page of the TOC should be page number (i) (TOC must include every single heading with the page number)

List of figures/illustrations: numbers continue from where the previous section stopped, in a new page [page number (ii)]

List of tables: numbers continue from where the previous section stopped, in a new page [page number (iii)]

Abstract: the abstract should present a summary of the research in not more than

500 words. It contains the problem focused, the objective, the method of inquiry, key findings and the conclusion.

Abbreviations: numbers continue from where the previous section stopped, in a new page

The main text of the research document will commence with Arabic numerals. The first page of this section will be page 1.

After the main text is covered and paginated, the references are presented, commencing in a new page. The page number continues from where it stopped previously.

✓ **Paper**

A4, white

Only single side

Margins – left 1.5 inches; Right, top and bottom 1 inch each

✓ **Font Size**

Must be consistent

No decorative styles allowed

Times and Times New Roman are the most recommended

Should not exceed size 12

✓ **Spacing**

1.5 to double spacing is normally allowed

Follow a systematic hierarchy of headings

✓ **Illustrations**

Can take the form of charts, diagrams, figures or pictures

These have to be numbered sequentially and entered in the list of illustrations

✓ **Tables**

Must be numbered sequentially

Should form part and parcel of the text

All tables must be discussed and linked to the argument

Every table must have a heading, legend and source

✓ **Appendices**

Any descriptive or technical information that is clearly not directly relevant to the research can be presented here. For example, the questionnaire or other research instrument. Do not present raw data here.

SUBMISSION & BINDING OF THE RESEARCH REPORT

One spiral bound copy of the final report should be submitted to the assignment submission centers on or before the deadline. It should be an approved copy by the supervisor and containing the Log Sheet.

If the student needs a copy of the report for himself/herself corrections to the evaluated copy can be incorporated and a Hard Bound copy should be submitted to the Faculty. It should be bound in black and the letters used should be in gold color. The title of the research and the author's name with initials (font size 12) should appear in the spine of the bounded dissertation

REFERENCING

Every single citation must be expanded following the Harvard Referencing.

(Please refer online course for details)

All references should be checked against the original literature. Never cite a reference that you have not read yourself. Double check all journal year, volume, issue, and inclusive page numbers to ensure the accuracy of your citation.

ETHICAL ISSUES

Plagiarism is considered a serious offence.

ASSESSMENT

The Overall Assessment Mark (Z%) of the research project shall be based on research project and shall be computed as follows:

A = marks given by examiner A,

B = marks given by examiner B,

C = marks given by examiner C,

If $A \geq 40$ and $B \geq 40$ or $A < 40$ and $B < 40$, then $Z = 0.5 A + 0.5 B$

If $A \geq 40$ and $B < 40$ or $B \geq 40$ and $A < 40$, then Z will be calculated with marks awarded by either Examiner A or B and marks awarded by Examiner C, as follows.

If $C \geq 40$, then $Z = 0.5 (\text{Highest of } A \text{ or } B) + 0.5C$,

If $C < 40$, then $Z = 0.5 (\text{Lowest of } A \text{ or } B) + 0.5C$,

The performance of the student at the pre-submission viva will determine his suitability to submit the final report for evaluation.

Grade Point Values and Overall Assessment mark (Z%)

Overall Assessment Marks (Z%)	Grades	Grade Point Value (GPV)
≥80	A+	4.00
70-79	A	4.00
65-69	A-	3.70
60-64	B+	3.30
55-59	B	3.00
50-54	B-	2.70
45-49	C+	2.30
40-44	C	2.00
35-39	C-	1.70
30-34	D+	1.30
25-29	D	1.00
00-24	E	0.00

EVALUATION CRITERIA

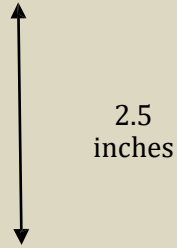
CRITERIA	MARKS ALLOCATED
Clarity of purpose and objectives	15
Use and understanding of theory	20
Relevance and justification of methodology	15
Analysis and discussion	30
Conclusion and Recommendations	10
Quality of presentation	10

Appendix 1: Log sheet of meetings with the supervisor

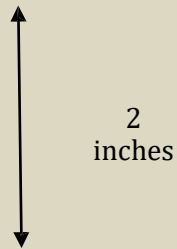
Log sheet of meetings with the supervisor

Activity	Time	Signature of the supervisor

Appendix 2: Cover page



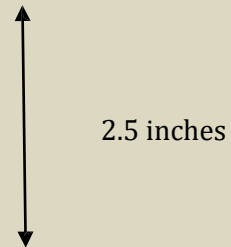
TITLE OF THE RESEARCH
(16 points)



Name with initials (12 points)

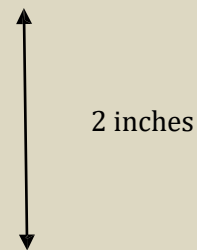
2020 (12
points)

Appendix 3: Inside cover page



TITLE OF THE RESEARCH

(14 points)



Name with initials (12 points)

Registration Number

A dissertation submitted to the Faculty of Management Studies of the Open University of Sri Lanka in partial fulfillment of the requirements of the Bachelor of Management Studies (Honours) degree.

2020

Appendix 4: Page of certification

This is to certify that the dissertation on (*print the title of the dissertation in capital letters*) by (*name of the author*) has been accepted by the Faculty of Management Studies of the Open University of Sri Lanka in partial fulfillment of the requirements of the Bachelor of Management Studies degree.

.....

Supervisor

.....

Dean of the Faculty

Appendix 5: Declaration

I certify that this dissertation does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university and to the best of my knowledge and understanding it does not contain any material previously published or written by another person except where due reference is made in the text.

.....

Name and signature