Title:
“WRITING AND PRESENTATION OF ACADEMIC PROPOSAL”

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Outline of Presentation

- Introduction
- The Study Process
- A Good Academic Proposal
- Content of an Academic Proposal
- Presenting an Academic Proposal
- Presentation of an Academic Proposal
- Poorly Written Academic Proposal
- Issues of Concern
Introduction: What is an academic proposal?

• The academic proposal describes in detail the research that you want to undertake, the stages of your research, and your planning on how to complete your study.

• At UMS, the academic proposal refers to the preparation for proposal defense (PD).

• The PD is strongly recommended and should be completed within the first two semesters for PhD students, and within the first semester for Master students.

• The candidates may only proceed with data collection after passing their PD.
The study process

Pre-Registration: Research Proposal

Post-Registration: Preparation for PD

Proposal Defense (PD)

Data Collection

Data Analysis

Pre-Viva

Viva Voce

Graduation

KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018
“Writing & Presentation of Academic Proposal”
A good academic proposal

Robson (1993) stated that a good research proposal has the following criteria:

1) **It is understandable and straightforward**
   - Explain clearly the 4W, 1H (where applied)
   - Research aims and significance of the study are clearly stated

2) **It communicates easily**
   - Use easily understood language/terminologies, avoid complicated sentences

3) **It is well organised and systematic**
   - Good writing format – Gaya Penulisan UMS (UMS Writing Style)
A good academic proposal (cont.)

4) **It’s research topic is researchable**
   - Is the research topic specific and researchable?
   - Is it pure academic (theory based) or policy research or applied research?

5) **It is persuasive**
   - You should be able to persuade your supervisor(s) and examiner(s) brilliantly.

6) **It is well planned and vigilantly written**
   - Able to show in-depth understanding or the level of intelligent.
   - Prepare a study time line – Gantt chart.
Content of an academic proposal

Title
Abstract
Chapter 1: Introduction
Chapter 2: Literature Review
Chapter 3: Research Methodology
References
Gantt Chart
Title
- Your research title should be specific, brief, clear, and informative.
- A good research title will attract interest and invite people to read your proposal especially your supervisor(s).
- The research title is deemed preliminary to allow for focus. It is subject to change.

Abstract
- Provide a concise and summarised version of the research you want to do including a brief background of the study, the research methods you want to use, the significance of your study, and the expected outcome of your study.
Content of an academic proposal (cont.)

Chapter 1: Introduction

i) Background
   - provide the background of the research. Concise LR required.

ii) Problem Statement
   - a general statement that reflect the research gap that you want to study.

iii) Research Objectives
   - what you want to achieve/accomplish from the study.
Content of an academic proposal

Chapter 1: Introduction (cont.)

iv) Research Questions
   – forms the basis on which the research is evaluated. The answer should address the problem statement and possible to be operationalised.

v) Significance of the Study
   – why the study is important and worth doing.

vi) Scope of Study/Terminologies
   – reflects the breadth and depth of topic coverage.
Chapter 2: Literature Review

• Provide **review** on past research findings particularly academic journals/articles.
• Should be in line with your **research objectives**.
• Identify the **research gaps**.
• Help you to develop your **research framework** and define your **research variables**.
• Avoid simple reporting – instead, **synthesize** the past findings!
• **Organise** your collection – articles.
• **Plan** your writing properly.

Sample Article Summary

Sample Writing Plan
Chapter 3: Research Methodology

i) Theoretical Framework
   - Explain the underlying theory. Is the study a qualitative or quantitative? Exploratory or explanatory? Case study?

ii) Population and Sampling
   - Who is your population? What is the sampling technique – random, convenient, snowballing? How you choose your sample? How many respondents?

iii) Types of data
   - Primary vs secondary
   - Numerical vs ordinal
iv) Data Collection Method

- What is your research instrument: survey questionnaire, interview, time series data, observations, focus group, on-line or e-mail questionnaire?

v) Data Analysis Method

- How the data will be analysed:
  Quantitative: regression analysis, SEM-PLS, econometric modelling.
  Qualitative analysis: content analysis, interview analysis.
  Mixed method: quantitative and qualitative
References

Usually come at the end of a text (essay or research report) and should contain only those works cited within the text. So, use the term 'References' to cover works cited, and 'Additional Bibliography' to refer to works read as general background.

Bibliography

Any list of references at the end of a text, whether cited or not. It includes texts you made use of, not only texts you referred to in your paper, but your own additional background reading, and any other articles you think the reader might need as background reading.

Important:

Please make sure all articles that were cited in the text are listed in the reference/bibliography.
Time Line

- Describe how long it will take to do your study.
- Highlight the milestone for target (chapter/topic) you want to accomplish.
- Example postgraduate study Gantt chart:

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Presenting an academic proposal

Writing format
• Please follow the writing guidelines stated in Gaya Penulisan UMS (UMS Writing Style).

Oral presentation
• Please liaise with your faculty for your PD presentation.
• Enough time should be given for preparation of your PD slides and for the examiners to read your PD draft.
• Please time your presentation properly and allow for more question and answer.
Presentation of an academic proposal

Some tips for a good presentation:

i) Communicate – show passion, connect with your audience, make eye contact.

ii) Slide design – prepare your slide nicely.

iii) Timing – observe the time limit.

iv) Flow – structure your presentation.

v) Be confident – don’t read from your slide.

vi) Body language - watch out for non-verbal communication.

vii) Voice – use your voice effectively, pause, tone.

viii) Practice, practice, practice.
Poorly written academic proposal

i) The relationship between the title and the research objectives is not clear, or the proposed methodology does not lead to the accomplishment of the research objectives.

ii) The problem statement or the conceptual definition is not clear or confusing.

iii) The literature review is insufficient, not well organised, very boring to read, or very superficial.

iv) The research framework is vague or no underlying theory to support the research framework.

v) The flow of idea or writing style is lacking cohesion – either too brief, long winded, repetitive, or lack of focus.
Issues of concern

i) Be ready
   - Mentally, physically and financially.

ii) Time management
    - Allocate your time properly for family, work and study.
    - Take 5! Reward yourself.

iii) Motivation
    - Why do you study?
    - How important is the degree to you?
    - To proof yourself? Set an example?
    - Unable to find other job?
    - Job requirement?
Issues of concern (cont.)

iv) Plagiarism
• Presenting someone else’s ideas or words as though they were your own.
• Plagiarism is a serious academic offence!
• Check for plagiarism – Turnitin!

v) Research funding
• Is your study require a research grant?
• Find out the sources of funds – scholarship, education loan, financial assistance, grants

vi) Proof reading
• Do proof read your work before sending it to your supervisor!
• Minimise typos, grammatical errors, wrong spelling.
Thank You!

Success is dependent on effort.

~ Sophocles

All the Best