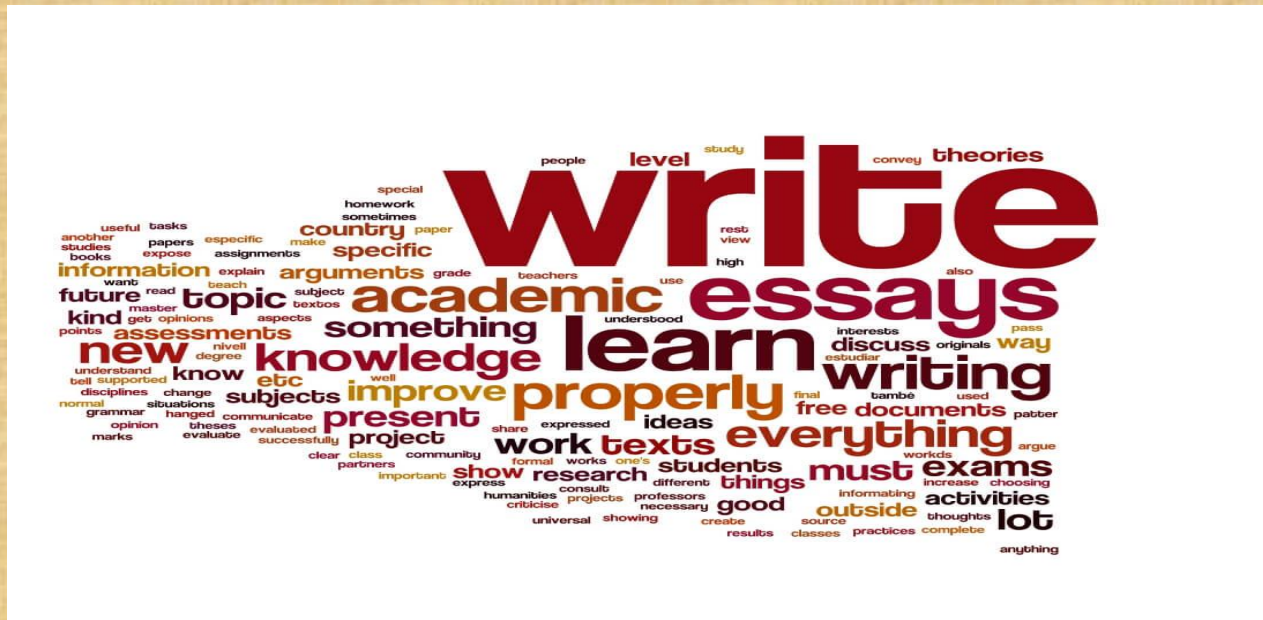


Title:

## "WRITING AND PRESENTATION OF ACADEMIC PROPOSAL"



Presented by:

**ASSOC. PROF. DR. MOHD RAHIMIE ABD KARIM**

# Faculty of Business, Economics and Accountancy

# Universiti Malaysia Sabah

27<sup>th</sup> February 2018 | Auditorium PPPS

# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"



### Introduction: What is an academic proposal?

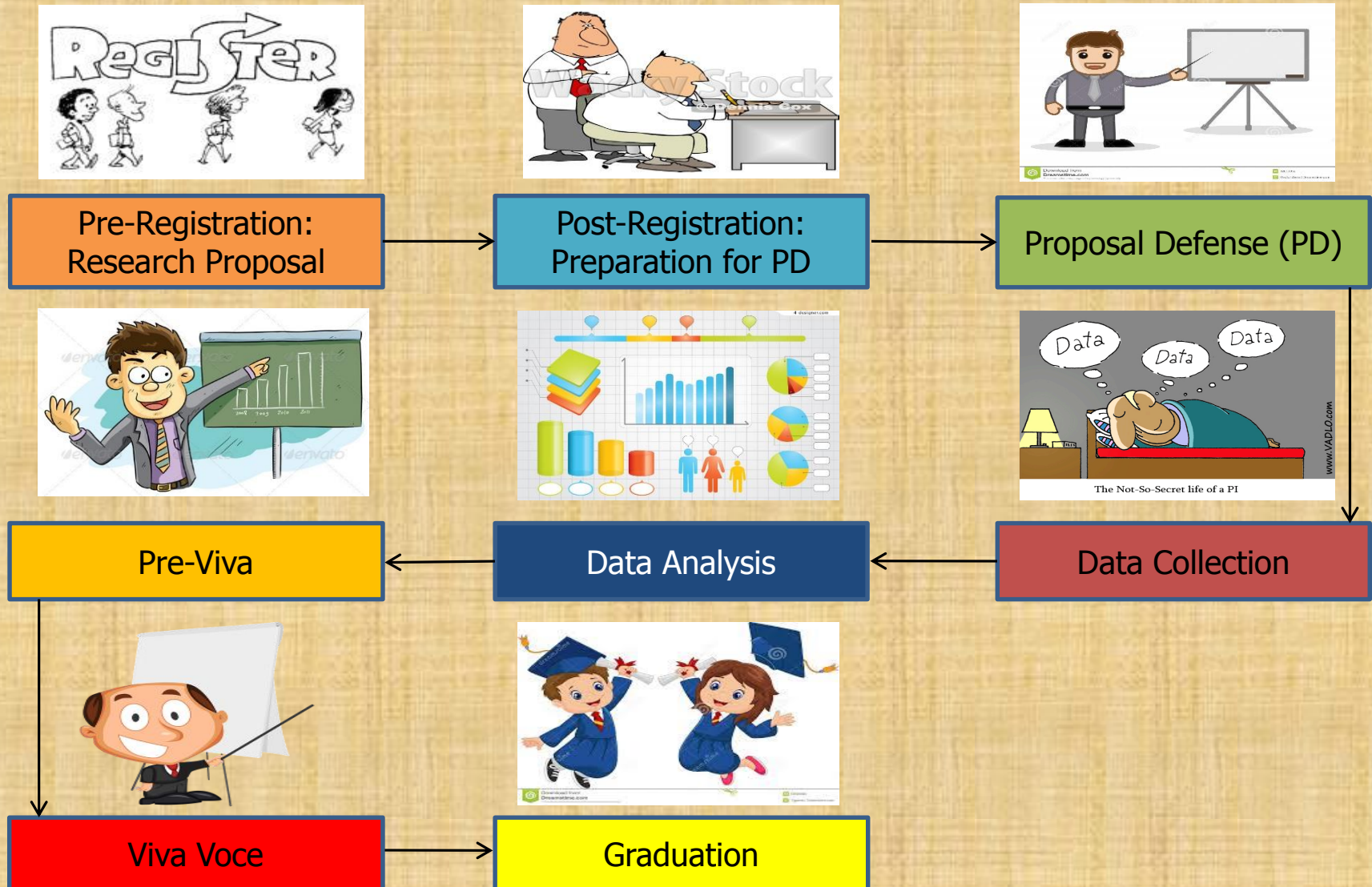
- The academic proposal describes in detail the **research** that you want to undertake, the **stages** of your research, and your **planning** on how to complete your study.
- At UMS, the academic proposal refers to the preparation for **proposal defense (PD)**.
- The PD is strongly recommended and 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.



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### The study process



# 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 straight forward

- 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)



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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.





# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### Content of an academic proposal

Title

Abstract

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

References

Gantt Chart



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### Content of an academic proposal



#### 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.



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## “Writing & Presentation of Academic Proposal”

### 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.



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### Content of an academic proposal

#### Chapter 1: Introduction (cont.)

##### iv) Research Questions

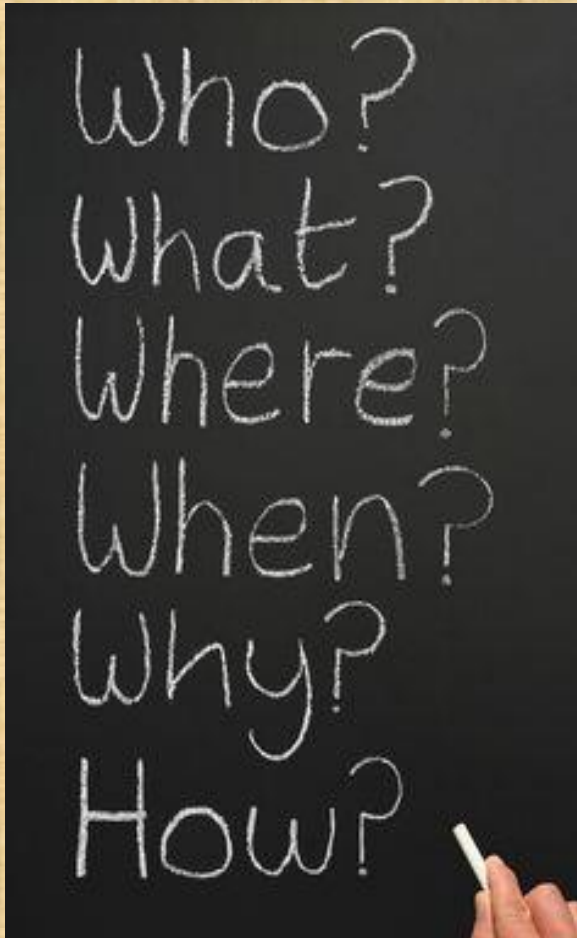
- forms the basis on which the research is evaluated. The answer should address the problem statement and possible to be operationalised.

##### 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.

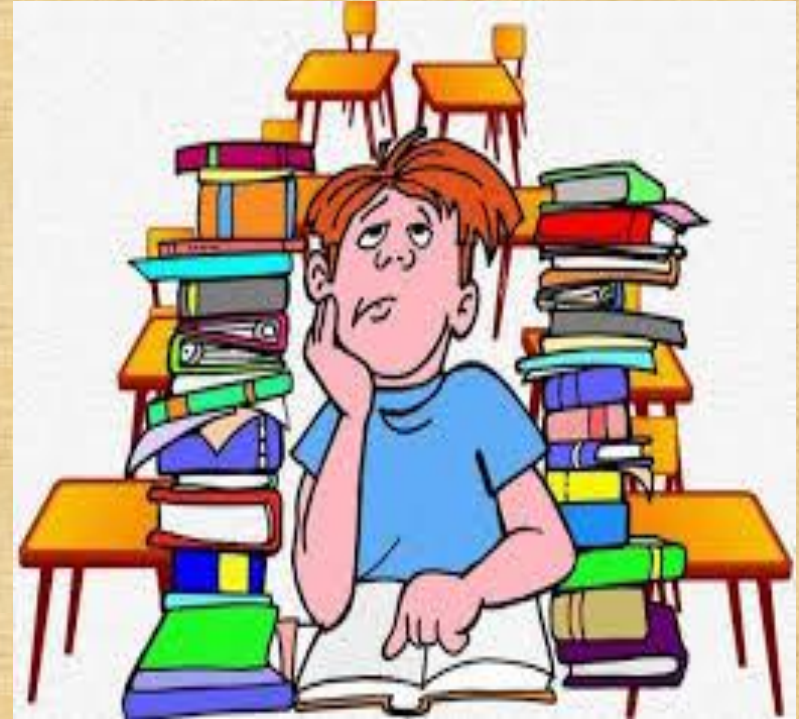


# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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**



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

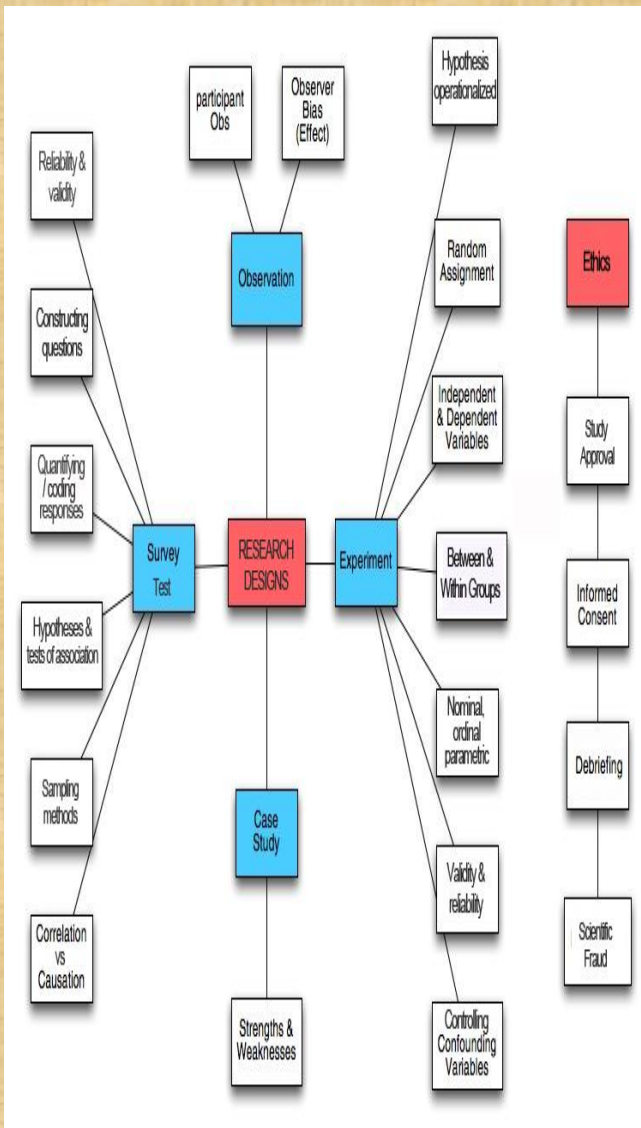
### Chapter 3: Research Methodology (cont.)

#### 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





# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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.





# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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:

### Work schedule – Gantt chart

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Identify research area								
Formulate research questions								
Formulate research strategy, research design and select methods								
Write research proposal			15th					
Negotiate access								
Literature review								
Data collection								
Data analysis								
Write first draft								
Write second draft								
Write final draft								
Dissertation due								21st

# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

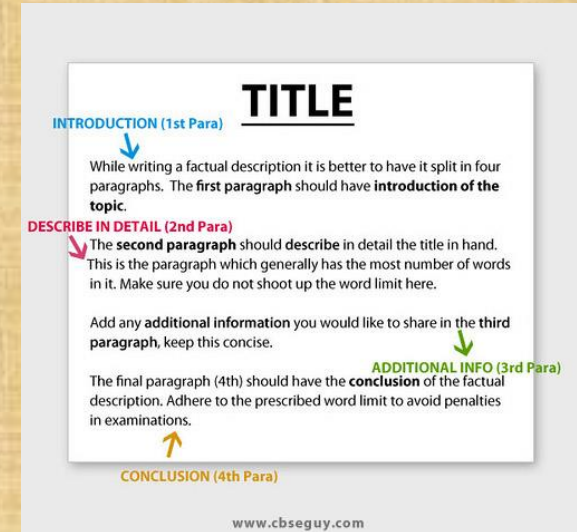
### Presenting an academic proposal

#### Writing format

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

**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.



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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.





# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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.



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### 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?



# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

### Issues of concern (cont.)

#### iv) Plagiarism

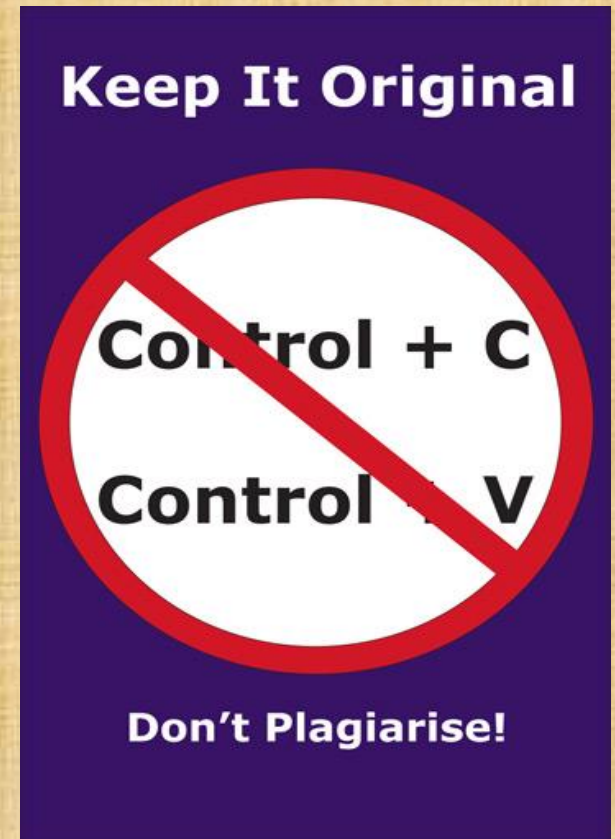
- Presenting someone else's ideas or words as though they were your own.
- Plagiarism is a serious academic offence!
- Check for plagiarism – Turnitin!

#### 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.





# KURSUS METODOLOGI PASCASISWAZAH SEMESTER 2 SESI 2017/2018

## "Writing & Presentation of Academic Proposal"

**Thank You!**

