

Considerations when writing a rationale:

1. The context
 - a. What is the organisation/setting for the project?
 - b. What is the current (and, if relevant, historic) situation in this organisation and setting?
2. The justification
 - a. Why are you undertaking this project?
 - b. How does this project sit within the context you have described?
3. The intended impact
 - a. What do you hope to impact/achieve/accomplish through this project?
 - b. What might the wider ramifications of this project be to the context described?
4. The outlined intention
 - a. In brief, what do you intend to do, how/when/where do you intend to do it?
 - b. Proposed methods, including a justification of those methods
 - c. An expected timeline
 - d. Graphics such as a GANTT chart may be helpful in some cases
5. The ethics and insider research
 - a. A brief explanation of the ethical implications of the project, as well as the impact of being an insider researcher upon the project
6. The expected learning outcomes
 - a. These will be your personal, specific learning outcomes, not the module learning outcomes
7. References
 - a. The need for references will vary by case, but may be appropriate or even necessary in setting the context, providing background, providing justification, or explaining the reasons for the intended impact
8. Writing style
 - a. While first person is acceptable, it is generally preferable to write the Project Proposal in the third person. E.g., "It was decided that..." or "It is proposed to..." or "The researcher will..."