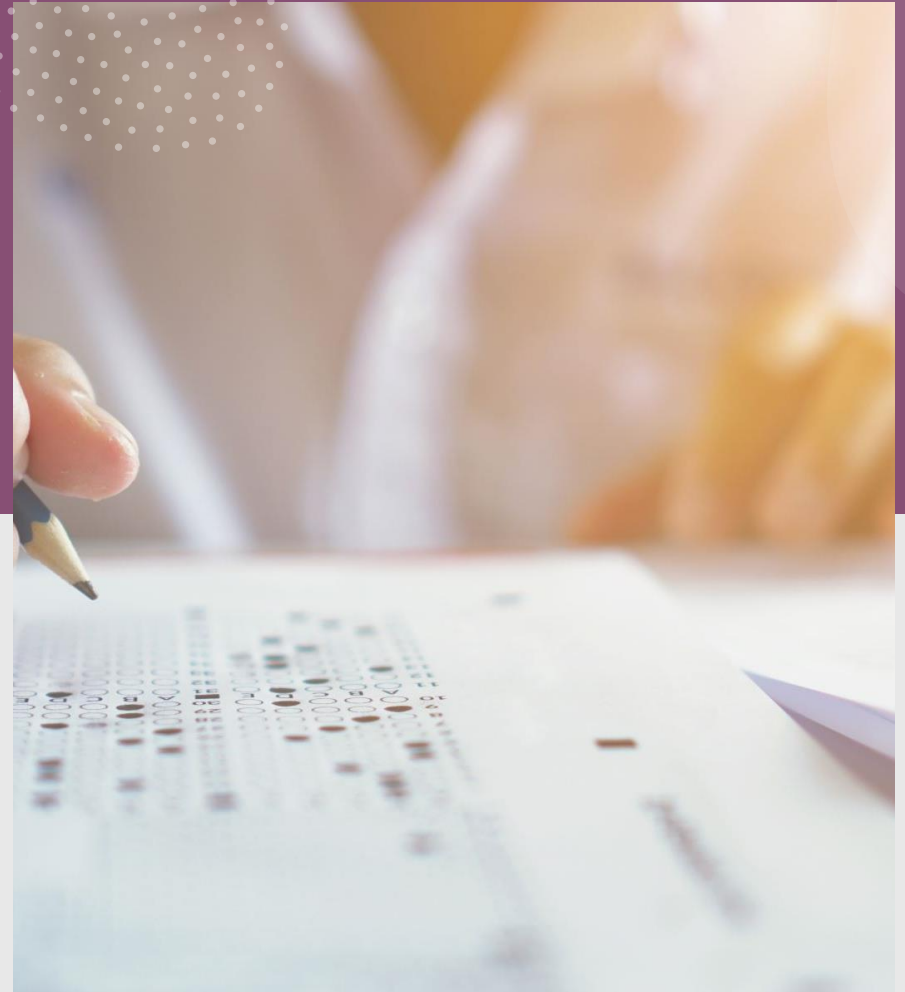


ASSIGNMENT BRIEF

Developing Research Proposal (BMSW50014)

Ms. Arpu Kumar



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Task 1

“A critical evaluation of how managers motivate the employees to increase productivity at work in an organisation”

Structure



1. Rationale for the study



2. Aims, Objectives, Research Questions



3. Discussion of key literature linked to the research question.



4. Comprehensive description, evaluation and justification of the proposed methodology and sampling technique



5. Provide a discussion of how the proposal will ensure Ethical behaviour in its research activity and provide reliability and validity within its findings



6. Compile either a questionnaire or questions for an interview- (these can be placed in the appendices)

References for Task 1

1. Academic references in support of your work from a variety of current, valid and reliable sources
2. A minimum of 15 References are required for this Research Proposal. A reference list, arranged in alphabetic order should be provided using Harvard Referencing Style.

Please feel free to add more references, if you like :)



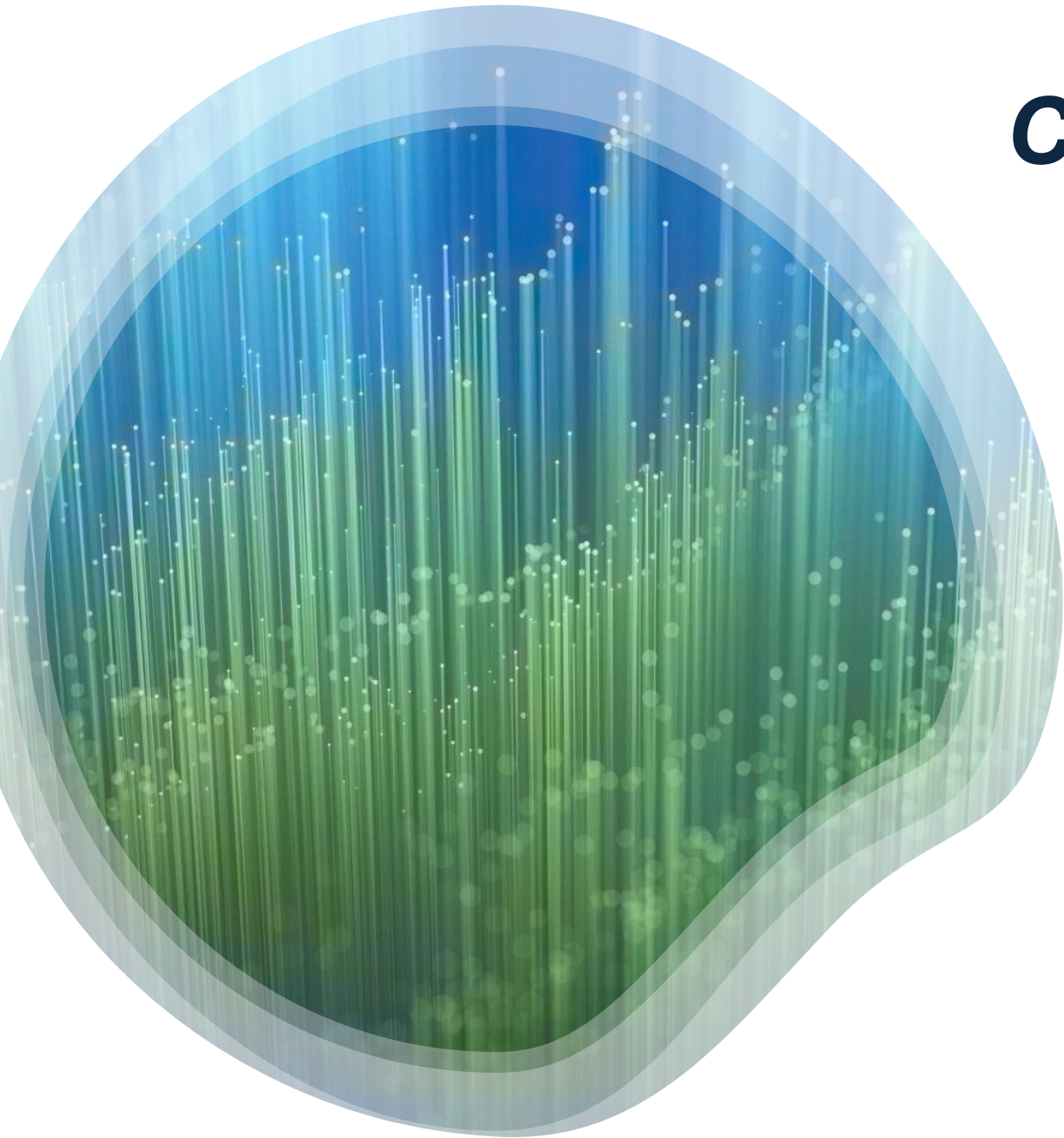
Concepts, Theories & Models



You should demonstrate knowledge and understanding of the theories/models associated with research and the organisation/topic area chosen.



Demonstrate what research methods you would use to collect primary data at an organisation like surveys: questionnaires, interviews etc.



Cont...

The Proposal should include a critical evaluation of the organisation/topic, application of models and theories to aid analysis and evaluation

Task 2

A 15 minutes RECORDED
POWERPOINT PRESENTATION



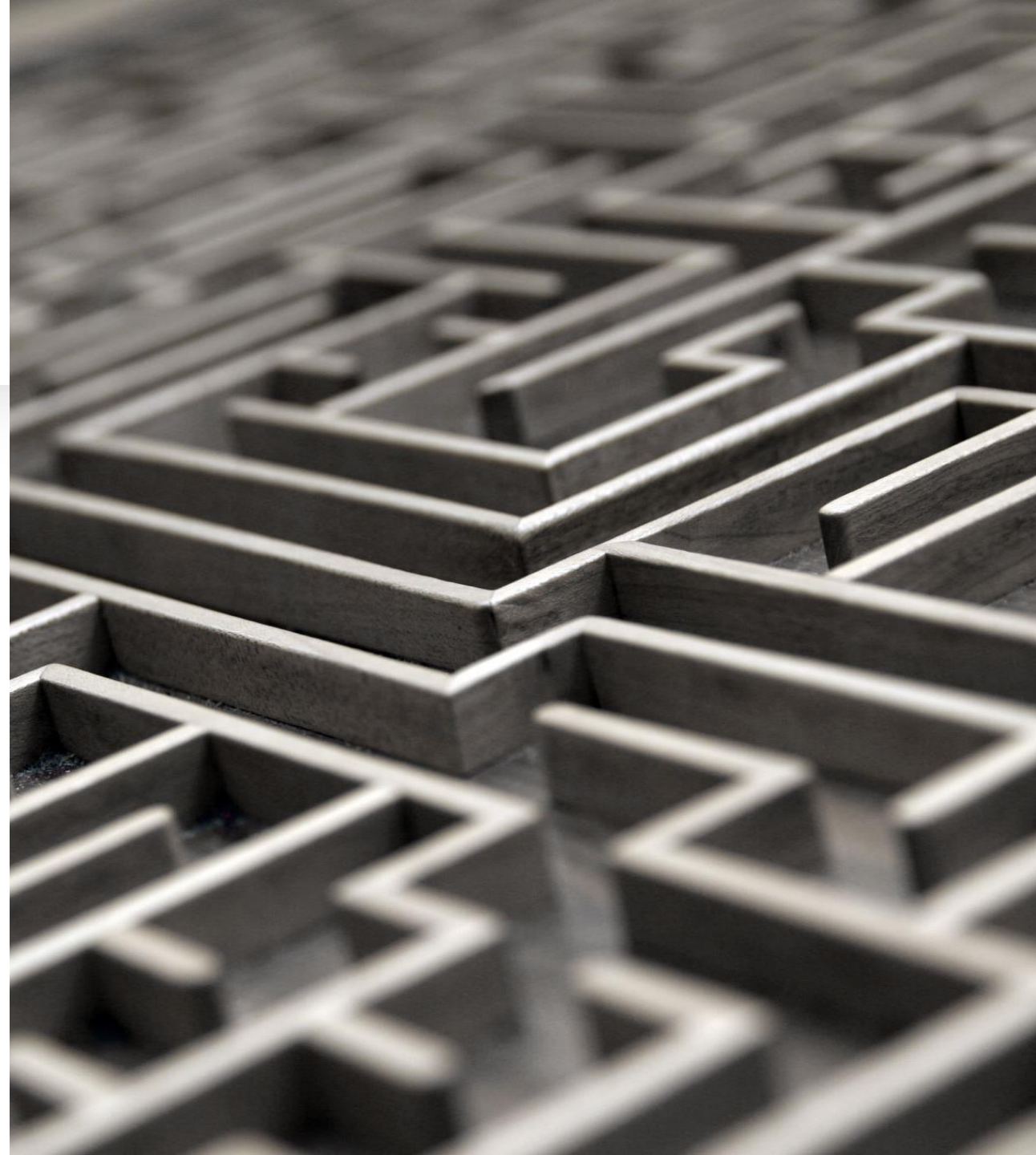
Task 2 – At a Glance

Prepare a recorded 15 MINUTE PowerPoint Presentation

1. Discuss how you chose the methodology for the research proposal, including how these methods will support the reliability and validity of the proposal.
2. Highlight any ethical issues that may arise within the research activity and explain how you would safeguard against them.

How to do Task 2?

- Discuss your choice of methodology
- How you deal with reliability and validity issues.
- Discuss potential ethical risks and how to deal with them.
- Briefly discuss the limitations of the current research and future recommendations.



DATE AND TIME OF SUBMISSION



PROOFREAD YOUR WORK AND LOOK INTO ANY MISPELLINGS, FORMAT (HEADING/SUBHEADING ETC.), ENSURE UNIFORMITY IN FONT SIZE AND SPACING.



YOU MAY USE FONT SIZE 12, DOUBLE SPACING WITH FONT ARIAL/TIMES NEW ROMAN



PLEASE MAKE YOUR SUBMISSIONS ON MOODLE USING YOUR SUBMISSION LINK AND CHECK YOUR SIMILARITY WELL IN ADVANCE BEFORE FINAL SUBMISSION.



**DATE OF SUBMISSION :
5TH JULY 2024**



**TIME
: 11:59 PM, A MINUTE BEFORE MIDNIGHT;)**