

## **School of Business & Creative Industries: Research proposals**

When applying for a PhD in the School of Business & Creative Industries, we expect you to provide a research proposal of between 1500-2000 words (excluding reference list) which will normally include the following information.

### **Proposed Title**

The proposed title of your research should include sufficient information to inform the reader as to the focus of the work, perhaps its conceptual framing and context. A good title will also help us to identify potential supervisors for your doctoral studies.

### **Introduction (circa 500 words)**

In the introduction you should provide a clear background and justification for the study, including why it is important and what the research gap you're planning to address is. Normally, the introduction would also outline the overarching research aim and some research objectives (and/or research questions) that guide the study. When making the case for the proposed research you can be expected to draw upon both academic and grey literatures.

### **Literature Review (circa 1000 words)**

In a research proposal, reviewing the existing literature relating to your topic helps you to isolate the research gap that will form the basis of your original contribution to knowledge. Though there will be limitations as to what you can cover in a research proposal, this is an opportunity for you to demonstrate your knowledge of the field and your ability to synthesise and distil a larger body of literature into a concise form. It will help potential supervisors to assess how knowledgeable you are on your chosen topic while illustrating your critical thinking and writing skills. You may complete your literature review by stating or restating the study's research questions.

### **Proposed Research Methodology (circa 500 words)**

This section should detail how you will go about addressing your research questions in the form of an empirical investigation or approach to creative practice (this will depend on your field of study). You are expected to outline the overarching methodological approach and detail the methods you expect to employ. We recognise that you may not have every element of your methodology worked out but this section provides the reader with the opportunity to assess your understanding of research strategy and design and how realistic your data collection methods are.

### **References**

Research proposals should include a full list of references used to inform your research proposal. These should be provided using the Harvard referencing system.