



RESEARCH PROPOSAL

Course code	GRAV032
Course title	Research Proposal
Type of course	Compulsory
Stage of study	Graduate
Year of study	2 nd
Semester	Fall
Number of credits / ECTS	6 ECTS: 9 academic hours of seminars, 124 hours of self-study, 6 hours of consultations
Coordinator	Prof.dr. Viltė Auruškevičienė vilaur@ism.lt
Study form	Full-time (consecutive / evening)
Course prerequisites	Research Methodology

Course description:

This course guides students to prepare for their thesis writing process by surveying various topics in the field of International Marketing. The three main foci are: literature review, research methodology, and hypotheses. First, by systematically highlighting the differences between the annotated bibliography and the literature review, we emphasise the link between the existing literature and the research questions at hand. Second, by skimming through the preliminary data, we check the data availability and the feasibility of the chosen research method. Third, by articulating the hypotheses, we evaluate the proposed research design. The course lasts throughout the semester and concludes with the written Research Proposal and its defence.

Course objectives:

Upon successful completion of this course, students will be able to:

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Identify a gap in marketing literature and cultivate interests in topics relevant to students' career paths.	Seminars, self-study, consultations	Written thesis proposal, proposal defence
CLO2. Critically evaluate various research methods, especially given the data availability.	Seminars, self-study, consultations	Written thesis proposal, proposal defence
CLO3. Formulate a series of hypotheses relevant to the given research questions and develop a habit to continuously assess the progress of own research.	Seminars, self-study, consultations	Written thesis proposal, proposal defence
CLO4. Strengthen communication skills both in the written form as well as in presentation in order to stimulate discussions in the field of financial economics.	Seminars, self-study, consultations	Written thesis proposal, proposal defence

Course schedule:

Lecture	Topics	Classroom hours
1	<ul style="list-style-type: none">Research question formulation	3
2	<ul style="list-style-type: none">The structure of the Research ProposalAnnotated bibliography vs literature review	3
3	<ul style="list-style-type: none">Hypotheses vs Research questionsResearch Design tips	3
December 11 & 12	Thesis Proposal defence – the attendance is required during one full day of defence	--



Assessment methods:

Type	Self-study hours	Weight, %
Master Thesis Topic Registration	10	--
Written Master Thesis Proposal	100	40 %
Master Thesis Proposal Defence	14	60 %
Total	124	100 % (pass / non-pass)

1. **Master Thesis Topic Registration** refers to Appendix 1 of the Thesis Requirements. It lists a preliminary topic choice. The appointment of thesis adviser shall follow shortly after the submission of Appendix 1. Thereafter, students are entitled for periodical consultations from their appointed advisers.
 - The submission of the Preliminary Thesis Topic is **due September 30th**
2. **Written Master Thesis Proposal** is a 3,500-4000 words document highlighting the relevance of the chosen research question. It is equivalent to the introduction and literature review chapters of the thesis and can be included as a part of master's thesis after a successful defence. It must demonstrate the students' reply to the three main foci of this course, i.e. literature review, research methodology, and hypotheses. The proposals are evaluated by their thesis advisors on the pass / non-pass basis.
 - The submission of the written Master Thesis Proposal draft is **due November 11th**
 - The submission of the improved and final version of the Master Thesis Proposal is **due December 10th**.
Please note that this version of the Master Thesis Proposal will be defended and assessed by the thesis advisor.

The suggested structure of the Master Thesis Proposal is the following:

- Thesis topic
- Thesis problem definition (including current state of knowledge about the problem (theoretical basis of research) and significance of the proposed study)
- Thesis goal and objectives (form may vary from declarative statement of intent, research question(s), or hypothesis formulation and must be congruent with underlying conceptualization of the research problem)
- Research design (including justification of selected method(s) of research)
- Methods of data collection and analysis
- Sequence in which the intended research will be carried out.
- Bibliography (list of major references)

3. **Master Thesis Proposal Defence** is a 10-minute presentation to communicate the results of the survey on the relevant literature as well as the hypotheses. The committee asks questions regarding the literature review, methodology, and hypotheses during the defence, and evaluates on the pass / non-pass basis. The advisers are encouraged to attend the defence as observers but cannot contribute to the grading of the defence. Typically, the proposal defence takes place at the end of the semester and fulfils the proposal defence requirement specified in the Thesis Requirements.
 - The Master Thesis Proposal defence is planned for **December 11 & 12**. The students is required to attend one full day of the defence.

Retake:

If a student does not pass the course, the second proposal defence will be organised based on the updated proposal.