

Thesis Proposal Template

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Make sure you cover each point. Do not forget there is a separate article on LiveInnovation.org for each of the sections. If you are not sure, check back on these tips.

1. Description of Main Idea for Research

- a. Briefly describe your idea.
- b. Explain the rationale for wanting to research this topic.
- c. Include the problems/issues that motivate your research.

2. Schedule

- a. When are you planning to officially register for your thesis at your university?
- b. When do you plan to submit the final version of your thesis?

3. Research Question and Research Aim

- a. What main question do you want to answer?
- b. What is the main aim of this research?
- c. Are you working with a company/organization, if so which one
- d. Create a 'working title' for your thesis.

4. Thesis Objectives

- a. What are the objectives of your research?
- b. Which sub-questions do you want to address in your thesis?
- c. Who is your target audience i.e. the managers/industry this is relevant for?

5. Literature Review

- a. What is the theoretical basis for your research?
- b. Which main theoretical concepts will be primarily discussed?

6. Research Methods

Define the specific methodology for each objective requiring data collection.

- a. *Research design*
- b. *Method*
- c. *Measurements*
- d. *Data collection process*
- e. *Population & sample*
- f. *Validity & reliability*

7. Tentative Outline / Table of Content

- a. What topics will you address where in your thesis? (Please create a table of contents)
- b. Do you include the required sections, have an appropriate order, and create a sound argument?
- c. Is this more than a generic list of Intro, Literature Review, Data Collection, Results? – include sections and sub-sections.

8. Sources

- a. Include the most important literature and sources.
- b. Show at least 10 sources (e.g. books, journal articles, interviews, Webpages).
- c. What are the strengths/weaknesses/bias of the literature (annotated bibliography).

9. Work Programme

Provide a 'plan of action', in other words, a list of activities in bullet format and dates by which you plan to be completed e.g. Write Intro, Review Literature, Create data collection tool, Carry out primary data collection, Analyze Data.... etc

