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| **IMPORTANT:**  **Bournemouth University is offering tailored support for those applicants interested in undertaking for Master’s by Research in one of our four faculties.**   * [Bournemouth University Business School](https://www.bournemouth.ac.uk/study/courses/mres-bournemouth-university-business-school)   **Details of how to apply can be found online** [here](https://www.bournemouth.ac.uk/study/courses/mres-bournemouth-university-business-school)**.**  **Guidance for completing this form can be found in this form.**  **An online support session will be held prior to the application deadline and you can book to attend this** [here](https://forms.office.com/Pages/ResponsePage.aspx?id=VZbi7ZfQ5EK7tfONQn-_uCXXfy8qTSdLoNddxydwazdURFpUMUgwSVBLS0IwWjhLVzdIT0pFVTZaSi4u)**.**  **The closing date for applications for a September start is 17 June.**  **The closing date for applications for a January start is 31 October.**  **Notes:**   * This form is your research proposal and must primarily be your own work, however in some circumstances you may have received help or guidance from a potential supervisor, or someone else, and if so, then you need to tell us who this was using the box at the end of the form. * Attach this document to your application on myHub. You do not need to add any additional proposal or personal statement. * Answer all the questions truthfully and fully. * Do not exceed any of the stated word limits.   If you have any questions, please attend one of the support sessions mentioned above.  We wish you every success with your application. |

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| **Section 1: YOU** | |
| **Name** (as recorded on your Passport) |  |
| **Are you applying for a full-time or part-time MRes?** |  |
| **Personal Statement:** *Please provide a short summary of your academic background, relevant experience and motivations for undertaking an MRes research degree. It is a chance for you to tell us how you arrived at the decision to apply for the MRes, and what your goals are once you have completed it* ***(250 words max).*** | |
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| **Section 2: YOUR RESEARCH OVERVIEW**  *This is a summary of your proposed research.* |
| **Proposed Title of MRes Research Project.** *This is a high-level indication of your overall research direction and can be changed later if required* ***(25 words max).*** *An example is provided below.*  *Spicing Up the Market: Exploring Trends and Factors Influencing a Global Spice Company Operating in the UK.* |
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| **Abstract:** *This is a**short summary of your proposed research, presented in a way that a non-academic or non-specialist audience can easily understand* ***(200 words max).*** |
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| **Section 3: YOUR RESEARCH PROPOSAL**  *Please outline your research proposal and plans here. You should complete all sections.* ***There is a strict 1500-word limit for section 3 (excluding references).*** *The word count for each subsection is stated.* | | | | | |
| ***Context:*** *Provide an overview of current research in the form of a short literature review of key articles, reports and/or books relevant to your MRes. Demonstrate that you understand the topic* ***(500 words max).*** | | | | | |
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| **Research Aim:** *Please state the aim of your MRes. There should only be 1 aim and it should be a single sentence which describes clearly what you are trying to achieve with your research study. It probably starts with the words: “The aim of this research is to“* ***(50 words max).*** *Below is an example of a research aim.*  *This aim of this research is to investigate the key factors and trends that may impact on a global spice company selling products in the UK market.* | | | | |
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| **Research Questions:** *Please state the research questions that your MRes will seek to answer. Typically for an MRes there will be up to 3 Research Questions* ***(150 words max).*** *Below are examples of research questions.*   1. *What role do spicey flavours in food have in terms of UK consumer purchasing decisions?* 2. *Which food trends will have the largest impact on future UK food production?* | | | | |
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| **Research Objectives:** *Please state the objectives that your MRes will seek to deliver. Typically for an MRes there will be up to 4 Research Objectives. They often begin with words such as understand, explore, evaluate, develop and/or create* ***(150 words max).*** *Below are examples of research objectives.*   1. *Identify and analyse the most significant market trends impacting on consumer food purchasing decisions.* 2. *Evaluate the role that spices have to play in the context of developing new food products.* 3. *Develop a model/framework that a global spice company can use to prioritise new product development options aimed at the UK market.* | | | | |
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| **Research Design / Methodology:** *This should be a statement of your understanding of the methods that will be used in your research. Please include your philosophy, approach and strategy. In particular we need to know if you plan to undertake a quantitative or a qualitative research study* ***(250 words max).*** *Typical research design examples are provided below. If you are unfamiliar with any of these terms, please look them up before using.* | | | | |
| *Quantitative Studies*   * *Philosophy: Positivism* * *Approach: Deductive* * *Strategy: Surveys or Experimentation* | | *Qualitative Studies*   * *Philosophy: Interpretivism* * *Approach: Inductive* * *Strategy: Interviews or Focus Groups* | | |
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| **Data:** *How will you collect your primary data? Who will you collect it from? Will your research include any fieldwork? What are the ethical concerns and issues that need to be considered?* ***(250 words max).*** | | | | |
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| **Timescale:** *This should be a plan for undertaking your project and should be in the form of a bullet point list. The plan will indicate what you intend to do in each month of your MRes. Note: fulltime students need to submit by month 10, and part-time students by month 22* ***(150 words max).*** *Below is an example.* | | | | |
| *Month 1 – Induction to BU & Review of Topic*  *Month 2 – Complete Introduction & Write Probationary Review*  *Month 3 – Start Literature Review & Submit Probationary Review*  *Month 4 – Apply for Ethical Approval & Continue Literature Review*  *Month 5 – Complete Literature Review*  *Month 6 – Complete Research Design & Start Data Collection* | | | *Month 7 – Complete Data Collection & Analyse Data*  *Month 8 – Complete Findings & Discussion*  *Month 9 – Complete Conclusions and Appendices*  *Month 10 – Complete Thesis and Submit*  *Month 11 – Prepare for Viva Voce Examination*  *Month 12 – Viva Voce Examination and Complete* | |
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| **Word count** (max 1,500) | | |  | |
| **Reference List:** *A list of all of the articles, reports and books that you have cited in the above sections*. | | | | |
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| **Signed:** |  | | **Date** |  | |

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| **Section 4: If you have been working with a potential supervisor, please provide their details below** | |
| **Name:** |  |
| **Faculty:** |  |
| **Department:** |  |