

RESEARCH PROPOSAL

Course code	<i>GRAV032</i>
Course title	<i>Research Proposal</i>
Type of course	<i>Compulsory</i>
Stage of study	<i>Graduate</i>
Year of study	<i>2nd</i>
Semester	<i>Fall</i>
Number of credits / ECTS	<i>6 ECTS: 9 academic hours of seminars, 124 hours of self-study, 6 hours of consultations</i>
Coordinator	<i>Professor Dominyka Venciūtė, PhD dominyka.venciute@ism.lt</i>
Study form	<i>Full-time (consecutive / evening)</i>
Course prerequisites	<i>Research Methodology</i>

Course description:

This course guides students in preparing 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 hypothesis development. First, by systematically highlighting the differences between an annotated bibliography and a literature review, we emphasize the link between existing literature and the research questions at hand. Second, by reviewing preliminary data, we assess data availability and the feasibility of the chosen research method. Third, by articulating hypotheses, we evaluate the proposed research design. The course spans the entire semester and concludes with a written Research Proposal and its defense.

Course objectives:

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

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Identify gaps in the marketing literature and cultivate interest in topics relevant to students' career paths.	Seminars, self-study, consultations	Written thesis proposal, proposal defense
CLO2. Critically evaluate various research methods, particularly considering data availability.	Seminars, self-study, consultations	Written thesis proposal, proposal defense
CLO3. Formulate a series of hypotheses relevant to the research questions and develop the habit of continuously assessing the progress of one's own research.	Seminars, self-study, consultations	Written thesis proposal, proposal defense
CLO4. Strengthen communication skills, both in writing and presentation, to stimulate discussions in the field of financial economics.	Seminars, self-study, consultations	Written thesis proposal, proposal defense

Course schedule:

Lecture	Topics	Classroom hours
September 18	- Research question formulation - Structure of the research proposal - Hypotheses vs. research questions	3
October 8 and 9 (students will be split into two groups)	Topic pitches	3
November 6	- Updated topic pitches - Research design tips	3

December 9-10 (these dates are subject to change)	Thesis Proposal defense	--
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Assessment methods:

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

- Master Thesis Topic Registration** refers to Appendix 1 of the Thesis Requirements, which lists a preliminary topic choice. The appointment of a thesis adviser will follow shortly after the submission of Appendix 1. Thereafter, students are entitled to periodic consultations with their appointed advisers.
 - The submission of the Preliminary Thesis Topic is **due September 29th**.
- Written Master Thesis Proposal** 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 defense. 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 6th**.
 - The submission of the improved and final version of the Master Thesis Proposal is **due December 9th**. *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)

- Master Thesis Proposal Defense** 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 defense, and evaluates on the pass / non-pass basis. The advisers are encouraged to attend the defense as observers but cannot contribute to the grading of the defense. Typically, the proposal defense takes place at the end of the semester and fulfils the proposal defense requirement specified in the Thesis Requirements.
 - The Master Thesis Proposal defense is planned for **December 9th and 10th (these dates are subject to change)**. The students are required to attend one full day of the defense.

Retake:

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