




IBDP Business and Management

Research Proposal and Action Plan

The Research Proposal/Action Plan

The internal assessment must start with the research proposal and action plan. These will become the primary planning documents, giving direction to the research project. It must outline...

- the research question
- the rationale for study
- areas of the syllabus to be covered
- possible sources of information
- organizations and individuals to be approached
- methods to be used to collect and analyse data, and the reason for choosing them
- anticipated difficulties
- the order of activities and timescale of the project.



Required format for research proposal and action plan

- Research question
- Theoretical framework
- Methodology
- Anticipated difficulties
- Action plan


4 out of 25 marks
(16%)

500 words (one side of A4, typed, size 12)

A Research proposal and action plan

Criterion A should be used to assess the research proposal and action plan only.

| Achievement level | Descriptor |
|-------------------|--|
| 0 | There is no research proposal or action plan. |
| 1 | There is a research proposal and action plan. However, elements of the research proposal or action plan are inappropriate. |
| 2 | The research proposal and action plan are generally appropriate, but they are not clear and focused. |
| 3 | The research proposal and action plan are appropriate, clear and focused. There is some identification of the theoretical framework and methodology to be employed. |
| 4 | The research proposal and action plan are appropriate, clear and focused. There is clear identification and explanation of the theoretical framework and methodology to be employed. |




Format

Required format for research proposal and action plan

- Research question
- Theoretical framework
- Methodology
- Anticipated difficulties
- Action plan

Students should use the research proposal and action plan as their primary planning documents, reviewing them regularly with the teacher and modifying or rewriting them as necessary should circumstances change.



Samples

| Sample | Comments/Marks |
|--------|---|
| B | The candidate was awarded 4 marks for this criterion. The research proposal and action plan are appropriate, clear and focused. There is an acknowledgement of potential difficulties. The theoretical framework was identified and explained. |
| C | The candidate was awarded 3 marks for this criterion. The research proposal was thorough. The action plan has clearly been used as a working document. The research question is forward-looking and within the scope of the internal assessment. It is manageable within the word limit. However, there is no explanation for the choice of theory. |
| D | The candidate was awarded 4 marks for this criterion. The research proposal is appropriate, clear and focused. The action plan has clearly been used as a working document. The research question is forward-looking and demands recommendations. It is manageable within the word limit. |



What to do now...

1. Choose an organisation and topic area
2. Make contact and conduct a SWOT analysis (record any interviews?)
3. Write a research question
4. Write your research proposal and action plan – submit by **Wednesday 19th June**



Checklist

| I have... | Yes/No? |
|---|---------|
| Chosen my organisation and topic | |
| Made contact with the organisation | |
| Completed a SWOT analysis | |
| Written my research question and it... <ul style="list-style-type: none"> • Is in the form of a question • Is forward looking • Is focused and specific • Requires me to make recommendations for future action | |
| Written my proposal, which... <ul style="list-style-type: none"> • Is no more than 500 words • Includes all of the required sections • Is written in the required format | |
| Checked and proofread, and am ready to submit. | |

