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Pearson BTEC Level 5 Higher Nationals in Business (RQF)

Unit: 19

Assignment 1: Information Pack

1 in a series of 2 for this unit

Research Proposal

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INTRODUCTION

For Unit 11 you have been tasked to create a research project based on a scenario set out in your assignment brief.

The aim of this unit is to offer you the chance to engage in sustained research in a field of study. By the end of the Unit you should have demonstrated an ability and capacity to identify a research theme, develop research aims, objectives and outcomes, and to present the outcomes of such research in both written and verbal formats. Finally, this unit will encourage you to reflect on your own engagement within the research process during which recommendations for future, personal development will be key learning points.

Assignment 1 of 4 for this module is set out in to 4 Tasks which consist of;

- Defining a research question (Completing Section One of the Research Proposal Form)
- Literature Review
- Report; Justification of research methods and methodologies
- Research proposal

GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see the learning outcomes above treated in their own sections. Therein you will encounter the following structures;

Purpose

Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.

Theory

Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.

Example

The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.

Question

Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence. As an Online Learner it is important that the answers to questions are immediately available to you. Contact your Unit Tutor if you need help.

Challenge

You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.

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Video

Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

Research Proposal (Section One, Project Proposal Form)

What is a Research Proposal?

A research proposal is essentially what is says on the tin. It is your opportunity to put forward your own ideas for research and to demonstrate that you have an idea that you want to address. You do not necessarily have to have all the answers yet at this point.

This will be an expression of your interest in the particular topic area and a chance for you to demonstrate some background knowledge of the subject before focusing on one or two significant questions in your chosen area of research.

Figure 1 What is a Research Proposal

You have been tasked with conducting research for an organisation in a particular business area. The first thing you are going to need to do is to choose what you would like to conduct your research on. This is perhaps the most important part of your project as all the work you put into this module will be based on question or hypothesis that you set to base your research on. It is essential you firstly read up on the subject area, familiarise yourself with the readings available to you through the various sources; articles, journals, papers etc.

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Purpose **It is during this background that you will begin to see patterns emerge in what is being discussed. From this you can formulate an idea for your own research. It could be based on a pattern you have seen emerge in reading or even a new idea that that nobody has addressed.**

Choosing your research Question/Hypothesis

For this project, your business area is 'Talent Management' and you have been given a list of potential topics to cover.

- Talent Management as a strategic priority
- The role of talent management frameworks and future implications within organisations
- Effective talent management strategies for successful organisations
- The impact of talent management on the role of HR
- Talent management for entrepreneurs and small businesses
- The impact of talent management on the role of HR
- Talent management for entrepreneurs and small businesses
- Best practices in global talent management within multinationals

It is advised that you chose at least 2 of these subjects for your research and you could use these as your base for forming a question/hypothesis.

Below is a list of some resources that you could use as a guide to build your base knowledge of the subject. NB this is not an exhaustive list and these links should be used for you to read and gain some knowledge on the subject before exploring your own idea for research.

Talent Management as a strategic priority
Team Management at strategic level

The role of talent management frameworks and future implications within organisations
Talent Management: a review of theoretical perspective

Effective talent management strategies for successful organisations
Effective talent management strategies

The impact of talent management on the role of HR
The role of talent management and HR generic strategies for talent retention

Talent Management for entrepreneurs and small businesses
Talent management practices of small and medium sized organisations in the hospitality sector: an entrepreneurial owner-manager perspective

Best Practices in global talent management within multinationals
6 Principles of effective global talent management

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Figure 2 Ted Talk: The future of Talent at work

Figure 3 Ted Talk: How to master recruiting

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Is My Research Question/Hypothesis Viable?

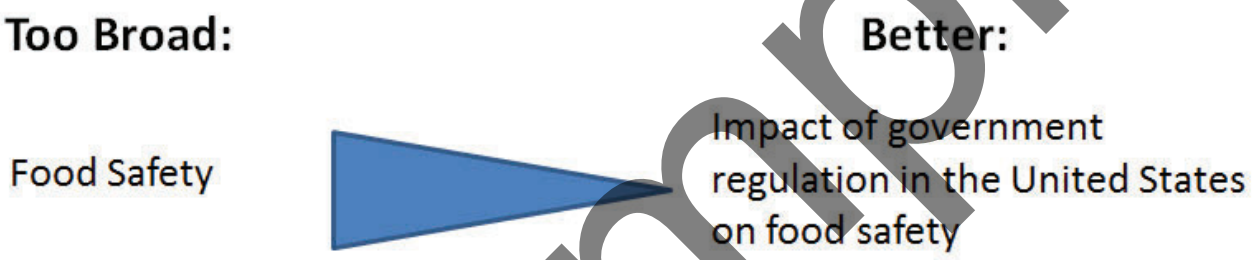
So, you have done your reading and have an idea on what question/hypothesis you want to address in your research. Before you now to commit to this it is best practice examine how feasible your question is. It is often the case that a research question can be too big of a question to be answered in a research study when taken in to account your limitations within the Unit. So, set yourself a reasonable goal, is the answer to what you asking obtainable?

Speak with your tutor for guidance when proposing your question.

Goldilocks Test/Principle

This is the idea that there is a happy medium for everything and It can also be applied to picking a good research question. To put it in to the context of your project.

Too Big – Is your research question too broad. Can this question be answered in a 10-15-page report or is it not feasible within the time constraints and resources available to you.



Too Small – Can your question be answered by looking at just one or two sources?

Just right – Are there enough sources out there for you to be able to challenge your objectives. Will the research you will be able to conduct on the topic be feasible from a geographical, monetary and Time sensitive standpoint.

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