



UNIVERSAL TECHNOLOGY AND MANAGEMENT UNIVERSITY

**UTAMU**

**UNIVERSAL TECHNOLOGY AND MANAGEMENT  
UNIVERSITY**

**GUIDELINES FOR PREPARING AND PRESENTATION OF  
RESEARCH PROPOSAL AND REPORT**

**School of Business**

**March 2026**

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## **INTRODUCTION**

Research is central to any academic institution. Universal Technology and Management University (UTAMU) as an academic Institution understands research as a core activity in the university. The importance given to research is the reason for generating the following guidelines.

This booklet is to be taken and read as a guideline (not a rigid format) to allow for flexibility and creativity during the research process. For instance, the guideline provides for five chapters in research report, but research could include more or less chapters depending on the nature of each research.

It is hoped to help researchers and supervisors work within some framework. It will help not only to guide research but also provide a scheme for a common ground for examination of dissertations.

## **GENERAL INFORMATION ABOUT RESEARCH**

**Typing:** The text should be in Courier New Font, font size 12 and 1.5 spaced. Only the abstract is single spaced.

**Pagination:** All pages preceding the General Introduction (Chapter one) should be in lower case Roman Numerals [ i ii iii etc.]. Number the pages of the body of the dissertation in Arabic Numerals [1 2 3 etc] and the pages should be centred at the bottom. The Title page is **not** numbered.

**Margins:** All margins should be set to 2.45 cm [1 inch].

**Citation/ Referencing:** UTAMU uses the **APA Referencing style** (see the last page). Note that consistency in citation/referencing is very crucial in research

### **Research Topic**

The research topic should accurately reflect the scope and content of the study in not more than 20 words. It should be descriptive yet discrete. The title should all bear the same font type and size.

### **Title Page**

The title page should have the title of the study thesis/ dissertation in capitals; full names of the researcher/candidate and Registration number; the candidate must state whether the thesis is submitted for the award or the dissertation is submitted to the Institute in partial fulfilment of the award of the degree. All reports should state the month and year of submission, and all information on the title page should be **centred (See Title Page Sample Below)**.

**RESEARCH PROPOSAL - Sample Cover Page**

**GENDER ROLES IN HOUSEHOLD POVERTY REDUCTION IN RAKAI DISTRICT**

**Case Study: Selected Households in Kakuuto County**

**A Research Proposal Submitted to the  
Business School of the Universal Technology and Management University**

**Name  
[Registration Number]**

**March 2026**

# **PART A**

## **PROPOSAL GUIDELINES (Field Research)**

### **CHAPTER ONE**

#### **GENERAL INTRODUCTION**

##### **1.1 Introduction**

Briefly explain what the research is about and provide a brief overview of all the Chapters in the work, briefly explaining what the various chapters are about.

##### **1.2 Background to the Study**

This section should give the big picture of the study at different levels (scaling down from the global to the continental to the regional to the national and finally to the local) as appropriate for the study. It is the rationale of the study providing evidence and conditions of the existing situation to make the reader feel the urgency of the problem and the need to study it in order to solve it or contribute to its solution. The evidence provided should bear the sources (where it is drawn from).

##### **1.3 Statement of the Problem**

- i) Refers to what has been detected and needs a solution in the practical or theoretical world
- ii) Should clearly state the nature of the research problem and its known or estimated magnitude/extent. This often involves showing the contrast between the actual and the ideal.
- iii) Should be concise and brief (not more than three quarters of a page)

##### **1.4 Objectives of Study**

###### **1.4.1 General Objective**

This refers to the general intention of the research. It should spell out what the research is supposed to accomplish. It has to reflect the variables contained in the main topic

###### **1.4.2 Specific Objectives**

These are specific aims/objectives arising directly from the general objective of the study. They are numbered as i, ii, iii etc. They should be achievable/manageable objectives. For each specific objective you must have a method to attempt to achieve it.

##### **1.5 Research Questions**

These are derived directly from the specific objectives but in question form and they are numbered like the specific objectives.

## 1.6 Hypotheses

These are investigative assumptions which guide the study. In case of hypotheses, they should be testable. Students in social research (of qualitative nature) may find it hard to test hypotheses given the short period of time allocated for research, so it is better to use research questions.

**NOTE:** It is advisable to use either hypothesis or research questions BUT not both at the same time.

## 1.7 Scope of the Study

In this the student should delimit his/her study. It can be broken down into:

*Conceptual Scope:* Indicating the variables your study is going to be limited to, what falls in your study and what does not.

*Spatial/Geographical Scope:* Indicating the area you are going to consider for the study and the reasons for its choice.

*Temporal/Time Scope:* Indicating the period you are going to put under study, not the duration that the study will take.

## 1.8 Significance of the Study

This refers to the relevance of the study in terms of academic contribution and practical use that might be made of the findings. It should reflect on knowledge creation and technological or socio-economic value of the study to the community.

## 1.9 Justification for the Study

This refers to why the work is being done. **The question is why this particular study at this particular time.** In most cases it is a requirement that a student should write a proposal/a dissertation as a partial fulfilment of the award for a bachelor's degree of UTAMU. On top of this the student should explain what motivated him/her to pick on that particular topic.

## 1.10 Conceptual Framework

These are schemes of concepts (variables) which a researcher will operationalise in the study in order to achieve the set objectives. It can be presented graphically (diagrammatically) or descriptively, clearly showing the inter-relationship between the research variables

### **Theoretical Frame Work**

This refers to a set of theory(ies) in support or against the subject under study. It should be authoritative, i.e. from prominent authorities in that subject matter and the student should justify its selection. The student can in his/her own right come up with a theoretical framework provided it can adequately explain the study backed by authoritative evidence.

One should use either a Conceptual or Theoretical Framework but not both.

**NOTE: it is advisable that Conceptual framework should be in chapter one while Theoretical framework comes after the Introduction in Chapter Two or it can be integrated within Chapter Two**

### **1.11 Definition of Key Terms and Concepts**

These are definitions of terminologies which are used in the study. They can be from other books (acknowledged) but the student can have his/her own definition and must state so.

**Note;** it is advisable that definition of terms be placed at the beginning of Chapter one. The reason is that meaning of concept needs to be understood before reading the body of the text.

#### **Conclusion**

Summary of the key issues covered in the chapter and points to chapter two.

# **CHAPTER TWO**

## **LITERATURE REVIEW**

### **2.1 Introduction**

This paragraph introduces what is to be covered in chapter two.

- i) This section deals with the analysis of existing literature on the subject with the objective of revealing contributions, weaknesses and gaps.
- ii) The literature Review should be according to the themes generated from objectives
- iii) **Citation:** this should be in accordance with the approved format (Harvard System).

### **Theoretical Framework**

Can be either after introduction or integrated into this chapter.

### **Conclusion**

Summary of the key issues covered and gaps identified in the Chapter and introduces chapter three.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This is an introductory explanation of the purpose of the Chapter and description of what it contains.

#### 3.2 Research Design

This describes the nature and pattern the research intends to follow e.g. whether it is qualitative or quantitative, historical, descriptive survey, experimental or quasi experimental, longitudinal, case or comparative study. The rationale for selecting the design should as well be provided

#### 3.3 Area of the Study

This is description of the geographical area and should try to describe to the reader where that place is located using known places, i.e. UTAMU is found in Gombe County, Wakiso District which is about 21 km north-west of Kampala City Centre by road. The characteristics of the area that are relevant to the study should be given key emphasis in explanation.

#### 3.4 Population of the Study

This is the description of the population from which samples will be selected. One should give some information concerning the socio-economic and political background of the population but mainly dwelling on elements/characteristics of the population that are of relevance to the study.

#### 3.5 Sample Size and Sampling Techniques

**Sample size** is the number of respondents who will take part in the study, which is obtained from the population. The number depends on the nature of the study as well as the methods of data collection.

**Sampling techniques** refers to the methods/techniques by which the researcher will select representative elements/subjects from the population. The sample size and sampling techniques must be justified (**give reasons why you have used a particular sample size, sampling techniques and not the other**).

#### 3.6 Data Collection Methods and Instruments

These are ways/methods through which the researcher will collect data from the field. The **instrument** is what the researcher uses while collecting data. The use of particular methods and instruments must be justified as well

### **3.7 Quality Control Methods**

The student should explain how they plan to ensure methodological reliability and validity.

### **3.8 Data Analysis Techniques**

This involves organization and interpretation of the data generated from the field into a meaningful form according to the research objectives. There is need to justify why a particular data analysis method has been chosen

### **3.9 Ethical Considerations**

The study must observe research ethics. Such considerations include getting clearance from the ethical body and consent of the respondent. It refers to the moral justification of the investigation or intervention; as regards the minimal abuse, safety, social and psychological well being of the person and or community where information is being solicited.

### **3.10 Limitations of the Study / Anticipated Constraints**

This refers to anticipated constraints (for the proposal) imposed by methods/location/situation of research. It also considers potential sources of bias in the proposed study. The researcher should indicate how he/she will go about limitations and anticipated problems.

## **References**

This is a list of all works cited in the proposal and should be written according to the approved format (Harvard System). References should be presented in alphabetical order (starting with second names).

## **Bibliography**

This contains a list of sources consulted but not cited in the work. Students are encouraged to use references, not bibliography.

## **Appendices**

This consists of a budget, time framework, explanatory notes and sample research instruments.

## **Budget**

This is the financial plan for implementation of the research. It should be clear, realistic and reasonable (affordable). It should be itemized according to equipment, stationery, travel, subsistence, research assistance, services secretarial, (photocopying, printing, binding etc), other purposes (specify)

## **Instruments**

These are details of tools used in the research e.g. questionnaires, interview schedule/guide, FGD checklist, scales and tests etc.

**Length of proposals should be** 10 pages for undergraduate, excluding appendices. The post-graduate one should be 15 pages.

# **PART B**

**RESEARCH REPORT/ DISSERTATION – Sample Title Page**

**GENDER ROLES IN HOUSEHOLD POVERTY REDUCTION IN RAKAI DISTRICT**

**Case Study: Selected households in Kakuuto County**

**A Dissertation Submitted To The  
Business School of the Universal Technology and Management University**

**Name  
[Registration Number]**

**March 2026**

## PRELIMINARY PAGES

### **Preliminary Pages**

**NB:** This title should not appear in the dissertation; it is only meant to show that the first pages before the first chapter are called Preliminary pages. These Pages numbered in Roman numerals lower case i, ii, iii, ...

### **Declaration**

All dissertations should bear a declaration that it is the candidate's own original work and that it has not been submitted for a similar degree in any other University. This should bear the candidate's signature as showed below:

*I, Remi Ongala, hereby declare that this work entitled ... is my original work and that it has never been submitted in any institution for any award. I have read the regulations of the university with regard to plagiarism and here declare that I abided by all of them.*

### **Approval**

The supervisor should sign the dissertation before final submission in acknowledgement that the work has been done under his/her supervision and that it is, at that point ready for submission. The Approval page should bear a statement like below:

This is to acknowledge that this work entitled ... has been done under my supervision and is now ready for submission to the Business School of the Universal Technology and Management University.

Supervision: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Dedication** (This is not compulsory)

### **Acknowledgement**

In this section, the candidate should acknowledge the people or institutions that have rendered support that made the execution of the dissertation work possible.

### **Table of contents**

This should be sequentially presented and should refer to the specific pages.

### **List of tables**

Lists tables in the report/thesis/dissertation and the corresponding pages

### **List of Illustrations/figures/plates (pictures)**

List caption of illustrations used in the report and their corresponding pages.

### **List of appendices**

Lists appendices in the document and their corresponding pages.

### **List of abbreviations**

Refers to abbreviations used in the report other than those commonly used.

**Abstract**

This should be concise and not more than one single-spaced page. It should briefly present the objectives of the study, the research methodology used, key findings, conclusions and recommendations. The Abstract should be immediately before Chapter One, that is, it is the last of the preliminary pages.

## **BREAKDOWN OF CHAPTERS**

The Chapter titles should be centered and **not** numbered. Each chapter should have an introduction and a conclusion. The introduction paragraph introduces what is contained in that chapter, the conclusion summarises what was handled in that chapter.

### **CHAPTER ONE**

#### **GENERAL INTRODUCTION**

NB: This is as in proposal but the tense changes from future to past.

### **CHAPTER TWO**

#### **LITERATURE REVIEW**

As in proposal, but broadened to cover more literature. Sectionalising this chapter according to the research objectives is recommendable.

### **CHAPTER THREE**

#### **RESEARCH METHODOLOGY**

NB: This is as in proposal but the tense changes from future to past.

### **CHAPTER FOUR**

#### **DATA PRESENTATION AND DISCUSSION**

##### **4.1 Introduction**

A paragraph that introduces the main content of chapter four

##### **Data presentation and discussion**

This should be done in order of the themes generated directly or related to the objectives. It has to reflect the methodology used to generate the data that is being analysed, and the research question and hypotheses that are being answered. In discussing the findings, one should make sure that they engage the literature they reviewed in Chapter Two.

##### **Conclusion**

Gives a summary of key issues in chapter four

**NB:** In consultation with his/her supervisor, a student may have two separate chapters, that is, Chapter Four for Data presentation and Chapter Five for Discussion of Findings.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

A paragraph that introduces the chapter.

#### **5.2 Summary of the findings**

The student uses objectives or research questions / hypothesis as a guide in writing the summary.

#### **5.3 Conclusion**

These are conclusions of the research drawn from the findings. They should still be in line with the research objectives.

#### **5.4 Recommendations**

These are recommendations of the researcher. They **MUST** be concrete and based on the findings and conclusions from the field.

#### **5.5 Suggestions for Further Research**

In the process of the study, one may come across things that also need to be researched about but that are outside the scope of his/her study. In this section the researcher recommends to other researchers to take on such areas.

NB: This dissertation format can change depending on the nature of the work of the student and dialogue with the supervisor. However, for this to be done there must be strong justifications.

### **References**

The reference list at the end of Chapter Five provides the information necessary to identify and retrieve each source. Unlike a bibliography, a reference list cites only the works which were cited in the text. Elements of references differ according to the type of publication. It is recommended to use references in your proposal/dissertation instead of bibliography. As earlier advised, presentation of references should be done according to the APA referencing style which is explained in the last section of this Handbook.

### **Appendices**

These comprise of instruments, maps, introductory letters and some essential raw data, respondents met and research approval letters as well as areas visited.

# PART C

## The APA Style of Referencing

*This is what should be followed in writing references and citing in the text.*

This guide contains common examples of APA Style references. Section numbers indicate where to find the examples in the Publication Manual of the American Psychological Association (7th ed.). Note that some section numbers are different in the Concise Guide to APA Style (7th ed.) Manual and Concise Guide. Also see the reference examples on the APA Style website.

### Journal Article

Niepel, C., Hausen, J. E., Weber, A. M., & Möller, J. (2025). Understanding mean-level and intraindividual variability in state academic self-concept: The role of students' trait expectancies and values. *Journal of Educational Psychology*, 117(5), 772–788. <https://doi.org/10.1037/edu0000946>

### Online Magazine Article

Thomson, J. (2022, September 8). Massive, strange white structures appear on Utah's Great Salt Lake. *Newsweek*. <https://www.newsweek.com/mysterious-mounds-great-salt-lake-utah-explained-mirabilite-1741151>

### Print Magazine Article

Nicholl, K. (2020, May). A royal spark. *Vanity Fair*, 62(5), 56–65, 100.

### Online Newspaper Article

Bernstein, J. (2024, June 3). The man who couldn't stop going to college. *The New York Times*. <https://www.nytimes.com/2024/06/03/magazine/benjamin-bolger-college-harvard-yale.html>

### Print Newspaper Article

Reynolds, G. (2019, April 9). Different strokes for athletic hearts. *The New York Times*, D4.

### Blog Post

Rutledge, P. (2024, April 23). Are tweens too young for digital literacy? Dr. Pam: Living With Media. <https://www.pamelarutledge.com/are-tweens-too-young-for-digital-literacy/>

### Authored Book

Levenson, H., Jinich, S., Vaz, A., & Rousmaniere, T. (2025). Deliberate practice in emotionally focused couple therapy. *American Psychological Association*. <https://doi.org/10.1037/0000436-000>

### Edited Book Chapter

Zelege, W. A., Hughes, T. L., & Drozda, N. (2020). Home-school collaboration to promote mind-body health. In C. Maykel & M. A. Bray (Eds.), *Promoting mind-body health in schools: Interventions for mental health professionals* (pp. 11–26). *American Psychological Association*. <https://doi.org/10.1037/0000157-002>

### **Online Dictionary Entry**

American Psychological Association. (2018). Internet addiction. In APA dictionary of psychology. <https://dictionary.apa.org/internet-addiction>

### **Report by a Group Author**

World Health Organization. (2025). Global report on neglected tropical diseases. <https://iris.who.int/server/api/core/bitstreams/9c4655d8-3671-4503-ae51-4a80bb44d5e0/content>

### **Report by Individual Authors**

Winthrop, R., Ziegler, L., Handa, R., & Fakoya, F. (2019). How playful learning can help leapfrog progress in education. Center for Universal Education at Brookings. [https://www.brookings.edu/wp-content/uploads/2019/04/how\\_playful\\_learning\\_can\\_help\\_leapfrog\\_progress\\_in\\_education.pdf](https://www.brookings.edu/wp-content/uploads/2019/04/how_playful_learning_can_help_leapfrog_progress_in_education.pdf)

### **Press Release**

American Psychological Association. (2024, April 11). People who use willpower alone to achieve goals, resist temptation, deemed more trustworthy [Press release]. <https://www.apa.org/news/press/releases/2024/04/people-who-use-willpower>

### **Conference Session**

Davidson, R. J. (2019, August 8–11). Well-being is a skill [Conference session]. APA 2019 Convention, Chicago, IL, United States. [https://irp-cdn.multiscreensite.com/a5ea5d51/files/uploaded/APA2019\\_Program\\_190708.pdf](https://irp-cdn.multiscreensite.com/a5ea5d51/files/uploaded/APA2019_Program_190708.pdf)

### **Dissertation From a Database**

Horvath-Plyman, M. (2018). Social media and the college student journey: An examination of how social media use impacts social capital and affects college choice, access, and transition (Publication No.10937367) [Doctoral dissertation, New York University]. ProQuest Dissertations and Theses Global.

### **Preprint Article**

Latimier, A., Peyre, H., & Ramus, F. (2020). A meta-analytic review of the benefit of spacing out retrieval practice episodes on retention. PsyArXiv. <https://psyarxiv.com/kzy7u/>

### **Data Set**

O'Donohue, W. (2017). Content analysis of undergraduate psychology textbooks (ICPSR 21600; Version V1) [Data set]. Inter-university Consortium for Political and Social Research. <https://doi.org/10.3886/ICPSR36966.v1>

### **Film or Video**

Mann, K. (Director). (2024). Inside out 2 [Film]. Pixar Animation Studios.

### **TV Series Episode**

Dippold, K. (Writer), & Trim, M. (Director). (2011, April 14). Fancy party (Season 3, Episode 9) [TV series episode]. In G. Daniels, H. Klein, D. Miner, & M. Schur (Executive Producers), Parks and recreation.

Deedle-Dee Productions; Fremulon; 3 Arts Entertainment; Universal Media Studios.

## **Webinar**

Lee, C., McAdoo, T., & Denny, S. (2023). APA Style seventh edition refresher for instructors [Webinar].

American Psychological Association. <https://apastyle.apa.org/instructional-aids/tutorials-webinars>

## **YouTube Video**

Above The Noise. (2017, October 18). Can procrastination be a good thing? [Video]. YouTube. <https://www.youtube.com/watch?v=FQMwmBNNOnQ>

## **Song or Track**

Nirvana. (1991). Smells like teen spirit [Song]. On Nevermind. DGC.

## **Radio Broadcast**

Hersher, R. (2020, March 19). Spring starts today all over America, which is weird [Radio broadcast]. NPR. <https://www.npr.org/2020/03/19/817237429/spring-starts-today-all-over-america-which-is-weird>

## **Podcast Episode**

Santos, L. (Host). (n.d.) Psychopaths and superheroes (No. 1) [Audio podcast episode]. In The happiness lab with Dr. Laurie Santos. Pushkin Industries. <https://www.happineslab.fm/season-2-episodes/episode-1>

## **Infographic**

American Psychological Association. (n.d.). Data sharing [Infographic]. <https://www.apa.org/pubs/journals/data-sharing-infographic.pdf>

## **PowerPoint From a Classroom Website**

Mack, R., & Spake, G. (2018). Citing open-source images and formatting references for presentations [PowerPoint slides]. Canvas@FNU. <https://fnu.onelogin.com/login>

## **X Post**

Obama, B. [@BarackObama]. (2024, May 17). Today marks 70 years since the Supreme Court handed down its landmark decision in Brown v. Board of Education, outlawing [Post]. X. <https://x.com/BarackObama/status/1791540592238874953>

## **Open Educational Resource**

Fagan, J. (2024, February 7). Nursing clinical brain. OER Commons. Retrieved April 8, 2025, from <https://www.oercommons.org/authoring/53029-nursing-clinical-brain/view>

## **Webpage**

Taras, Z. (2024, May 30). Situational irony can be funny, tragic or even terrifying. HowStuffWorks. <https://entertainment.howstuffworks.com/arts/literature/situational-irony.htm>

## **Webpage on a News Website**

Volpe, A. (2024, June 3). How the self-care industry made us so lonely. Vox. <https://www.vox.com/even-better/350424/self-care-isolation-loneliness-epidemic>

## **Webpage With a Retrieval Date**

Worldometer. (n.d.). Current world population. Retrieved October 17, 2025, from <https://www.worldometers.info/world-population/>

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