**Student Name:**

**Programme:**

**Proposed working title (see below):**

You should bear in mind the following:

* You are required to investigate a current business problem – therefore think about topics you are interested in and those you may have studied in your other modules.
* Your topic needs to be sufficiently wide to ensure there is enough academic and professional literature (but not too much). Your topic must be defined and narrow enough so that you are able to identify the key academic and professional arguments around the topic.
* Can you investigate a wider problem in a specific context or time period that will narrow down your focus?
* You will need to develop a working title that you will then develop into the final title by engaging with the literature. Remember the ‘funnel’ concept. You can only achieve this by engaging with the literature in an iterative way.

**Key literature identified (provide 3 academic and 3 sources from professional/other literature):**

**Provide a short paragraph to summarise your project (you should include why this is important and what your potential objectives may be)**

**Date project approved (to be completed by tutor):**