**Learn how to prepare the Aim and Objectives of the Proposal**

Project Title and problems encountered

1. Students to be divided into a group of three to four.
2. Students of each group to show their findings of project title, and state the problem that they have encountered.
3. Tutor will ask each group to discuss about the findings of (b) above.

Working with Aim and Objectives

1. Go to the course web page, download and open the file “209KM - Asg01- Research Proposal Report Guide.doc”.
2. Take a look of the Aim and Objectives.
3. Use the given two titles as examples, try to write the Aim and Objectives of each.

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| ***Title***  The Title is just a statement which reflects what your project is going to do, so it should be an Action or a Question. For example,    For AM project title:  “Passenger Satisfaction: Improving in-flight services”  “Should Cathay Pacific set up a new branch of budget airlines?” *Aim*  The aim of the project or dissertation.  Try to answer:   1. What is this project about? 2. How important is the project? 3. Who might benefit from your research? 4. What are you going to do in this project? 5. What is your goal in this project?  *Objectives* The list of measurable tasks, which will enable you to achieve your aim.  Some general objectives could be:   1. Definition and knowledge of your research area/subject/question. 2. Finding literatures for the discussion/information about the research question, such as (a) any positive, (b) negative views, and (c) suggestions etc. about the research questions. 3. Based on the (2), work out a questionnaire/survey. 4. Collect data using (3) from suitable respondents. 5. Analyse the data of (4) above. 6. Write the conclusion/suggestion based on (5). |

1. If there is time left, you should keep on finding/refining their project title by searching more information. Or you can ask the tutor advice on the selection of project title. (You must decide on your own project title as soon as possible, because even you have decided on a project title, you still need a lot of time in searching the literature for information to write up the report)