THE RESEARCH PROPOSAL (MBA)

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   - Conceptual argument
   - Context of the study

1.2 Research Problem
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   - Context
   - Research gap
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1.4 Value of the Study
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3.2 Population
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3.4 Data collection
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Note: For a case study, population and sample do not apply.

B. FORMAT
• Length: Maximum 20 pages, 1½ spacing, A4 paper
• Margins:
  Left margin: 1½ inches
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  14 Times New Roman (Headings)
THE FINAL PROJECT (MBA)

A. STRUCTURE

- Title Page
- Declaration
- Acknowledgements
- Dedication
- Table of Contents
- List of Tables
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- Abstract

Chapter One  Introduction
Chapter Two  Literature Review
Chapter Three  Research Methodology
Chapter Four  Data Analysis, Results and Discussion
Chapter Five  Summary, Conclusion and Recommendations

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Appendices

B. FORMAT OF THE PAPER

- Length: Should not exceed 70 pages (double spacing, A4 paper)
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