

SCHOOL OF BUSINESS

THE RESEARCH PROPOSAL (MBA)

A. STRUCTURE

- Title Page
- Table of Contents
- List of Tables
- List of Figures

I. Introduction

- 1.1 Background
 - Conceptual argument
 - Context of the study
- 1.2 Research Problem
 - Conceptual discussion
 - Context
 - Research gap
 - Research question (s)
- 1.3 Research Objectives
- 1.4 Value of the Study
 - Contribution to theory and practice

II. Literature Review

III. Research Methodology

- 3.1 Research design
- 3.2 Population
- 3.3 Sample design
- 3.4 Data collection
- 3.5 Data Analysis
 - References
 - Appendices

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
 - Right margin: 1 inch
 - Top margin: 1 inch
 - Bottom margin: 1 inch
- **In-text citation:** Use the parenthetical citation style i.e. Author (Date). Follow the American Psychological Association Style (APA, 6th Edition, 2010)
- **Referencing:** Follow the American Psychological Association Style (APA, 6th Edition, 2010)
- **Pagination:** Bottom centre
- **Justification:** Left and right
- **Font size:** 12, Times New Roman (Text)
14 Times New Roman (Headings)

SCHOOL OF BUSINESS

THE FINAL PROJECT (MBA)

A. STRUCTURE

- Title Page
- Declaration
- Acknowledgements
- Dedication
- Table of Contents
- List of Tables
- List of Figures
- 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
References	
Appendices	

B. FORMAT OF THE PAPER

- **Length:** Should not exceed 70 pages (double spacing, A4 paper)
- **Margins:**
 - Left margin: 1½ inches
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 - Top margin: 1 inch
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