

## Guidelines for MBA Academic Thesis Proposal

This document contains some general principles for preparing the MBA academic thesis proposal. Students should bear in mind that there is no standardized format to follow when preparing a thesis proposal, and it depends on specific methodological choices, individual preferences and traditions of the discipline.

The academic thesis proposal is limited to 10 pages, excluding the cover page and tables and/or figures to be placed at the end in the Appendix. It should be typed in Times New Roman, 12point font, with 1.5 line spacing (except for the reference which follows journal formats). Please bear in mind that a good proposal should contain the following elements:

Cover page  
Abstract  
Introduction  
Literature review  
Methodology  
References

### *I. Cover page*

The cover page should include the following elements;

Research title  
Your full name  
Name of institution  
Degree sought  
Name of supervisor  
Date of submission

### *II. Abstract (no more than 200 words)*

The abstract should clearly identify the research problem(s)/question(s), background information and the relevant research methodology. Emphasis should be put on the expected significance of research findings.

### *III. Introduction (1-2 page)*

The introduction is to provide readers with the background information for the research. Its purpose is to establish the issue(s) or concern(s) or motivations leading to the research question(s) and objective(s), so that readers can understand the significance and rationale underlying the study and the anticipated contributions.

### *IV. Literature review (3-5 pages)*

The literature review should not only be a presentation or description of available theories. It should also contain findings from related studies conducted by other researchers. Most important of all, from these descriptions, you must be able to critically demonstrate congruencies

as well as discrepancies and to argue on them. The literature review is especially important because it is from this you develop your **theoretical framework/conceptual model** in which **hypotheses/propositions** are generated to be tested (for quantitative study) and to answer your main **research questions** (for qualitative study).

*V. Methodology (2-3 pages)*

In this section, you should explain the overall research design (e.g. quantitative or qualitative) and the related justifications or underlying assumptions. Then a detailed description of the research methodology including data collection procedures (questionnaire design, interview guide, measurement of variables, sampling process, etc...) and analytical methods (specific statistical tests, qualitative analysis tools, verification techniques, etc...) is required.

*VI. References*

The reference section should list out all the references cited in the thesis proposal.