

Guidelines for MBA Applied 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 research proposal and it depends on specific methodological choices, individual preferences and traditions of the discipline.

The thesis proposal is limited to 7 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, 12-point font, with 1.5 line spacing (except for the reference which follows journal formats). It is suggested that a good proposal should contain the following elements:

- Cover page
- Abstract
- Problem identification
- Problem diagnosis and action planning
- References

I. Cover page

The cover page should include the following elements;

- Thesis 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 background information of the main business-related problem(s) and the subject under study. Emphasis should be put on the

III. Problem identification (1-2 pages)

The introduction is to provide readers with the background information of the main research problem(s). The purpose is to explain why the problem(s) is worth researching and the relevance for the subject under study.

IV. Problem diagnosis and action planning (3-5 pages)

In this section, you should provide descriptions about the overall research design and operational procedures for solving the business-related problem (s), including data

collection and analytical methods. A preliminary review of relevant conceptual materials should also be included.

V. References

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