



THESIS FULL TITLE

by
STUDENT FULL NAME

A thesis
submitted in partial fulfillment of the requirements
for the degree of Master of Business Administration
to Office of Research, Innovation & Commercialization
(formerly Iqra University Research Centre - IURC)
at the Iqra University,
main campus, Karachi

Karachi, Pakistan
JANUARY, 2014

Acknowledgements

Acknowledgements are optional to mention in the thesis document.

Here all those who have supported you in this research work are acknowledged.

Abstract

An Abstract is a short summary of your research. It should cover the problem statement, hypotheses, research methods, results and conclusion. An Abstract writing should range from 150-250 words, in a single paragraph. It is best to write an Abstract at the completion of all the chapters and compilation of the research results with the conclusion.

Table of Contents

S.NO.	DESCRIPTION	PAGE NO.
1.	Acknowledgements.....	ii
2.	Abstract.....	iii
3.	List of Tables.....	v
4.	List of Figures.....	vi
5.	Chapter 1: Introduction..... 1.1 Overview..... 1.2 Problem statement..... 1.3 Background, Objectives and Significance of the study..... 1.4 Outline of the Study..... 1.5 Definitions.....	1
6.	Chapter 2: Literature Review..... <i>(Note: Hypothesis(es) of the study should be developed and formulated after the extensive literature review in the Chapter 2)</i>	3
7.	Chapter 3: Research Methods..... 3.1 Method of Data Collection..... 3.2 Sampling Technique..... 3.3 Sample size..... 3.4 Instrument of Data Collection (if applicable)..... 3.4.1 Validity and Reliability test..... 3.5 Research Model developed	5
8.	Chapter 4: Results..... 4.1 Findings and Interpretation of the results..... 4.2 Hypotheses Assessment Summary.....	6
9.	Chapter 5: Discussions, Conclusion, Policy Implications and Future Research..... 5.1 Discussions..... 5.2 Conclusion	7
10.	References.....	8
11.	Appendix.....	10

List of Tables

S.No.	TABLE(S)	Page Number
1.	1.1 Level of Headings	2
2.	2.1 Basic Citations Styles	4

List of Figures

S.No.	FIGURE(S)	Page Number

Chapter 1: Introduction

Thesis submitted by the graduate students must conform to established format and style.

The approved style thesis writing is the *Publication Manual of the American Psychological Association* (6th edition), referred as **APA**.

Though Office of Research, Innovation and Commercialization – ORIC(IURC) follows most of these guidelines, some exceptions are noted in this document. The stated guidelines are the required format of thesis writing at BBA/MBA/MPhil/PhD level.

Pointers stated below frequently pose difficulties for final acceptance of thesis.

This chapter should comprise on **four pages**.

Chapter 1: Introduction should include the following components:

1.1 Overview

1.2 Problem Statement

1.3 Background, Objectives and Significance of the Study.

1.4 Outline of the Study

1.5 Definitions

Chapters

ORIC(IURC) prefers upper and lower case chapter headings at the beginning of chapters. New chapters should start on new pages with the first line indented. After the sub-headings, the first line is also indented.

The Chapter 1: Introduction focuses on the Introduction of the research title chosen. It should cover the problem statement along with the background, objectives and significance of the study.

Margins

Set margins to 1½ inches at the left side and 1 inch at the top, bottom, and right side. Do not justify the right margins.

Spacing

Double-space everything including subsections.

Indent the first paragraph after the headings the entire quote on the left only, with the usual double-spacing before and after the quote.

Tables, Figures, and Appendixes may also be single-spaced using double-spacing when necessary for clarity or visual effectiveness.

Acceptable Fonts for Printing Thesis

The following font is only recommended when printing a thesis:

Times New Roman only

The text must be 12-point, main headings 16-point and sub-heading 12-point. Typefaces that are either compressed or sans serif should not be used.

Headings

APA style has five levels of headings:

The table below shows how each type of heading is formatted:

Table 1.1

Level of Headings

Format for five level of heading in APA	
Level of heading	Format
1	Centered, Boldface, Uppercase and Lowercase Heading^a
2	Flush Left, Boldface, Uppercase and Lowercase Heading
3	Indented, boldface, lowercase paragraph heading ending with a period.^b
4	<i>Indented, boldface, italicized, lowercase paragraph heading ending with a period.</i>
5	<i>Indented, italicized, lowercase paragraph heading ending with a period.</i>
^a This type of capitalization is also referred to as title case. ^b In a lowercase paragraph heading, the first letter of the first word is uppercase and the remaining words are lowercase.	

APA Reference Style Guide

Designed by Office of Research, Innovation & Commercialization
(formerly Iqra University Research Centre-IURC)
in accordance with APA 6th revised edition 2010

Chapter 2: Literature Review

This chapter entails essence of research studies confined from various research resources. It is compulsory to state the in-text citations here and its complete reference (in the chapter of references) of the extracted research studies here to avoid plagiarism. **Hypothesis (es) of the study should be developed and formulated after the extensive literature review in the Chapter 2. It should be noted that the statement of hypothesis(es) should be phrased under the heading of hypothesis(es) with appropriate bullet numbering.** It is important to maintain 15 different references for the thesis study. The chapter should be comprised of at least **6-8 pages**.

According to the APA format, the following conventions should be followed when citing a reference within the text:

In the flow of the text: Surname (year)

At the end of the text: (Surname, year).

When a work has two authors, cite both names every time the reference occurs in text.

When a work has three, four, or five authors, cite all authors the first time the reference occurs; in subsequent citations, include only the surname of the first author followed by *et al.* (not italicized and with a period after al) and the year if it is the first citation of the reference within a paragraph.

Kisangaum, Lyaruu, Hosea, and Joseph (2007) found [Use as first citation in text.]

Kisangau et al. (2007) found [Use as subsequent first citation per paragraph thereafter.]

Kisangau et al. found [Omit year from subsequent citations after first nonparenthetical citation within a paragraph. Include the year in subsequent citations if first citation within a paragraph is parenthetical.]

Join the names in a multiple-author citation in running text by the word *and*. In

parenthetical material, in tables and captions, and in the reference list, join the names by an ampersand (&).

Furthermore, Table 2.1 provides more clarity on the in-text citations.

Table 2.1

Basic Citation Styles

Basic Citation Styles				
Type of citation	First citation in text	Subsequent citations in text	Parenthetical format, first citation in text	Parenthetical format, subsequent citations in text
One work by one author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
One work by two authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
One work by three authors	Bradely,Ramirez, and Soo(1999)	Bradley et al. (1999)	(Bradely,Ramirez, & Soo, 1999)	(Bradely et al., 1999)
One work by four authors	Bradely,Ramirez,Soo, and Walsh(2006)	Bradley et al. (2006)	(Bradely,Ramirez,Soo, & Walsh, 2006)	(Bradely et al., 2006)
One work by five authors	Walker, Allen,Bradely, Ramirez, and Soo(2008)	Walker et al. (2008)	(Walker, Allen,Bradely, Ramirez, & Soo, 2008)	(Walker et al., 2008)
One work by six or more authors	Wasserstein et al. (2005)	Wasserstein et al. (2005)	(Wasserstein et al.,2005)	(Wasserstein et al.,2005)
Groups (readily identified through abbreviation)	National Institute of Mental Health (NIMH,2003)	NIMH (2003)	(National Institute of Mental Health [NIMH],2003)	(NIMH, 2003)
Groups (no abbreviation) as authors	University of Pittsburgh (2005)	University of Pittsburgh (2005)	(University of Pittsburgh,2005)	(University of Pittsburgh, 2005)

Chapter 3: Research Methods

The content of this chapter is already mentioned in the table of contents.

This chapter should be limited to **3 pages**.

Chapter 3: Research Methods should include the following components:

3.1 Method of Data Collection

3.2 Sampling Technique

3.3 Sample size

3.4 Instrument of Data Collection (if applicable)

3.4.1 Validity and reliability test.

3.5 Research Model developed

3.6 Statistical Technique (which one used and why in context with previous work)

Chapter 4: Results

The results are identified in this chapter along with its interpretations and findings in relevance to the hypotheses tested.

This chapter should also include the Hypotheses Assessment Summary (Table form).

This chapter should be limited to **3 pages**.

Chapter 4: Results should include the following components:

4.1 Findings and Interpretation of the results (only inferential statistics to be provided)

4.2 Hypotheses Assessment Summary

Hypotheses Assessment Summary should include the statement of hypothesis (es), Testing specifications and Empirical Conclusion for hypothesis (es).

Chapter 5: Discussions, Conclusion, Policy Implications and Future Research

Discussions based on your findings in context with the past research findings.

Some recommendations and implications are also mentioned with the future research

Possibilities to the research conducted.

This chapter should be limited to **2 pages**.

Chapter 5: Discussions, Conclusion, Policy Implications and Future Research should include the following components:

5.1 Discussions

5.2 Conclusion

5.3 Policy Implications

5.4 Future Research

References

At least **15 references** to be listed here in context to the in-text citations used in the chapter of literature review. Bullets and any form of numbering should **not be used**. The references should be in **alphabetical order** as per the APA format.

References may be single-spaced, with double-spacing between entries and the second line and onwards of the reference should be indented.

Book

Example:

Newell, A. (1972). *Human problem solving*. Englewood Cliffs, NJ: Prentice-Hall. (**for one author**)

Example:

Newell, A., & Simon, H. A. (1972). *Human problem solving*. Englewood Cliffs, NJ: Prentice-Hall. (**for two authors**)

Journal article

Example:

Poyntz, S.R. (2006). Independent Media, Youth Agency, and the Promise of Media Education. *Canadian Journal of Education*, 29(1),154-175.

Magazine article

Example:

Adams, M. T. (1998, January 17). Seeing the elderly mind deteriorate. *Omni*, 68, 62-74.

Newspaper article

Example:

Cancer therapy brings new hope. (1996, August 17). *The Salt Lake Tribune*, p. A6.

Article or chapter in an edited book

Example:

Mendelowitz, E., & Schneider, K. (1989). Existential psychotherapy. In R. J. Corsini & D. Wedding (Eds.), *Current psychotherapies* (8th ed., pp. 295-927). Belmont, CA: Brooks Cole.

Web Site/Page - Informally Published or Self-archived Work

When discussing an entire web site (as opposed to a specific page on the web site), an entry does not appear in the reference list, but is cited within text as shown in the following sample sentence:

The International Council of Museums web site provides many links to museums, codes of ethics, and the museum profession (<http://www.icom.org/>).

Landis, B. (1996). Carlisle Indian Industrial School history. Retrieved September 10, 2009, from <http://home.epix.net/~landis/histry.html>

Appendix

This chapter should include the **supplementary material** for the research carried out, as follows:

- SPSS data sheet (data view and variable view)
- Questionnaires (one filled and one unfilled) (For Primary Data)
- Elaborative SPSS outputs other than the immediate findings.
- Data source and evidence (For Secondary Data)