

## **BBA & MBA Research Thesis Template**

Title Page (Specimen Provided)  
Research Thesis Topic Approval Form  
Thesis Declaration Certificate  
Dedication (Optional)  
Acknowledgment  
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List of Figures and Tables  
Abbreviations  
Abstract of Thesis

Chapter#1: Introduction  
Chapter#2: Literature Review  
Chapter#3: Research Methodology  
Chapter#4: Analysis and Discussion  
Chapter#5: Conclusions and Recommendations

Font style, size and spacing:

Font Style: Times New Roman,

Size: 14 points bold for main headings, 13 points bold for sub-headings and 12 points for all other text

Spacing: 1.5 line spacing

## **Abstract of Thesis**

- A concise summary of the entire thesis, typically 250-300 words.

## **Chapter#1: Introduction**

- Historical background/introduction/overview of the research topic or problem being addressed and the motivation behind the study. Current trends or challenges related to the research area under study.
- Problem Statement
- Research Questions
- Research Objectives
- Scope and Significance of the study
- Structure of the Thesis

## **Chapter#2: Literature Review**

**Introduction:** Brief overview of the chapter's contents.

**Theoretical Background:** Overview of key concepts, theories, and frameworks related to the research topic.

**Review of Related Literature:** Summarize existing studies, research, and findings relevant to the research problem. Organize the review around research variables, themes, key theories, research questions, research objectives or research hypotheses. Present the theoretical foundation of the study.

**Research Gap:** Identify gaps or unresolved issues in existing research that your study aims to address.

**Research Hypotheses:** State any hypotheses or propositions that the research will test or explore, based on the literature.

**Conceptual Framework:** It could include diagram or model that outlines the relationships between variables.

## **Chapter#3: Research Methodology**

**Introduction:** Brief overview of the chapter's contents.

**Research Design:** Describe the overall research design, whether exploratory, descriptive, explanatory, or case-based. Explain whether the study is qualitative, quantitative, or mixed methods. Justify the design choice in relation to the research objectives and questions.

**Population and Sample:** Define the target population and sample size. Explain how the sample was selected (sampling techniques, inclusion/exclusion criteria).

**Data Collection Methods:** Describe the tools and instruments used for data collection (surveys, questionnaires, interviews, etc.). Explain why these methods were chosen.

**Data Analysis Techniques:** Detail how the data will be analyzed (statistical tests, thematic analysis, etc.).

**Limitations of the Study:** Identify any potential limitations or biases in the study (e.g., sample size, generalizability, etc.).

**Ethical Considerations:** Discuss the ethical implications of the research, including how confidentiality, consent, and data protection are handled.

#### **Chapter#4: Analysis and Discussion**

**Introduction:** Brief overview of the chapter's contents.

**Descriptive and Inferential Statistics:** Present the descriptive statistics of the data (mean, standard deviation, frequency distributions, etc.) and inferential statistics (multiple regression parameters, thematic analytical themes, etc.). Could include tables, graphs, and charts to present the data.

**Robustness Checks (if applicable):** Include any tests for validity or reliability (e.g., convergent validity, discriminant validity, cross-validation, etc.), especially for quantitative studies.

**Analysis of Key Findings:** Present the key results in relation to the research questions/objectives/hypotheses.

**Interpretation of Results:** Interpret the data findings and their implications in the context of the problem statement. Compare and contrast the study findings with the results of previous studies/theories, using critical analysis approach.

#### **Chapter#5: Conclusions and Recommendations**

**Introduction:** Brief overview of the chapter's contents.

**Summary of Key Findings:** A recap of the main findings from the data analysis.

**Conclusions:** Provide a brief synthesis and integration of the key concepts or arguments that are at the forefront of your research topic. Any concluding remarks.

**Recommendations:** Provide actionable recommendations based on your findings.

**Implications of the study:** Discuss practical implications for managers, businesses, or policymakers and theoretical implications related to the existing literature and theories.

**Implications for Future Research:** Suggest areas for further study or additional questions that emerged from your research.

**References:** Include any sources or references you used while preparing your thesis (e.g., company reports, textbooks, articles). Follow an APA referencing style.

**Appendices:** Attach any supplementary material you deem appropriate. Such as data collection instruments (questionnaires, interview guides, etc.) and raw data or detailed tables.

**Note for Students:** While it is important to understand and adhere to the basic structure of a research thesis, you are not required to strictly follow a rigid format. Feel free to express your creativity within the boundaries of good academic and research writing.