

ASA University Bangladesh (ASAUB)
Faculty of Business
Department of Business Administration
BBA / MBA Dissertation Guidelines

ORGANIZATION OF THE FINAL DISSERTATION REPORT IN SEQUENTIAL ORDER:

1. Title Page
2. Declaration / Preface
3. Certificate from guide
4. Table of Contents
5. List of Tables
6. List of Figures
7. Abbreviation
8. Acknowledgements
9. Abstract
10. Chapter One
 - Introduction
 - Justification / Rationale
 - Research Question
 - Objectives of the study
 - General objective
 - Specific objectives
 - Conceptual Frame work (If applicable)
 - List of Key variables
 - Operational definitions
 - Limitations of the study
11. Chapter Two
Literature Review

12. Chapter Three

- Methodology
- Study Design
- Study Place
- Study Period
- Study Population
- Sample size determination (Only for final draft report)
- Sampling Technique
- Data collection Technique
- Data Processing and Analysis
- Ethical Considerations

13. Chapter Four

- Findings of the study

14. Chapter Five

- Discussion

15. Chapter Six

- Conclusion and Recommendations

16. References

17. Annexure

- Informed Consent
- Questionnaire (Bangla & English)
- Time frame

N.B. The main body of the thesis report should be between 40-70 pages. Title & Year are to be written on the left border of the black book. Each student will use Bangla questionnaire during data collection. The student has to submit all Bangla questionnaire and copies of literature review along with final draft report.

18. References (Harvard Style of Referencing Revised 3rd edition, September 2011)

A reference must be appended to the dissertation. e. g. Harvard Style. It must list (alphabetically by author*) all references that were consulted for the dissertation.

Harvard Style:

Author, Initials. Year. Title of article. Full Title of Journal, Volume number (Issue/Part number) page numbers.

- In-text Citation: (Redman,2006,p.22)
- More than one author in same article: (Smith and Jone,1946..... Up to six)
- More than one author in different article or different year: Smith (1946) and Jone, (1948).
- More than two writers: (Robinson et al, 2008)
- **ExampI-1:** Momsen, J.H. 2004 Gender and Development,Routledge,London.
- **Example-2:** Momsen, J.H. (ed)2004 Gender and Development,Routledge,London.
- **Example -3:** Wilson,B.,2004," Gender and Urbanization," in Momsen,J.H.(ED.) Gender and Development,Routledge,London.
- **Example-4:**Wilson,B.,1995,"GoodCitations,"Style Quarterly",Volume IX, number 3,page 102-130
- **Web Page:-**
- **Example5:**Wilson,B.,1995,"GoodCitations,'<http://www.domain.com/style.html>, March 4, 2009.
- **Example-6:** Kotler, Philip,"1965 Behavioral Models for Analyzing Buyers", Journal of Marketing October,pp.37-45
- **Example-7:**GaryHameland,PrahaladC.K.,"1991Corporate Imagination and Expeditionary Marketing," Harvard Business Review, July-August ,p.85
- **Example-8:** Frey C.J. and Kirnear T.C."1979 Legal Constraints in Marketing: Research: Review and Call to Action," Journal of Marketing Research(August),p.259

- **Example-9:** Philip J. Runkel and Joseph, E. McGrath 1972, *Research on Human behavior: A Systematic Guide to Method* (Holt, Rinehart and Winston New York,), p. 95
- **Example-10:** Bezilla Robert, B Haynes Joel, and Elliot Clifford, "Ethics in Marketing Research", *Business Horizons* (April 1976), pp. 83-86

19. FORMAT OF THE DISSERTATION REPORT

Form and condition of paper for original manuscript:

The original manuscript must be printed on 8.25" x 11.5" (popularly known as A4 size) white, unlined paper. Printing must appear on only one side of each sheet.

Type style:

Ideally any legible 12-point font can be acceptable but "Times New Roman" is recommended, because they normally have greater legibility.

Margins:

The original (and all copies) must have these uniform margins.

- Left margins must be one inch (1.5") throughout.
- Right margins must be one inch throughout.
- Top margins: First pages of all chapters must have two-inch (2") margins at the top. All other pages must have one-inch (1") margins at the top & bottom

Line spacing:

The spacing of the text of the original manuscript (and all copies) must be double.

Pagination:

For the original manuscript, lower case roman are to be used to number the introductory pages (From contents page to abstract and References to annexure)

Usual English numerals are to be used to number remaining pages of the text (Introduction to Conclusion). Placement of pages numbers must be consistent at bottom centre.