

(B) FORMAT AND GUIDELINES ON THESIS WRITING

The objective of this format and guidelines on writing thesis is to bring uniformity and standardization in the preparation of thesis as the partial fulfillment for the Degree of Master of Business Administration (MBA) offered by the Faculty of Management, Purbanchal University.

Presentation of thesis

The thesis should be organized and presented in the following order:

1. Cover Page
2. Inside Title Page
3. Declaration of Student
4. Certificate of the Supervisor
5. Viva-voce and Approval sheet
6. Acknowledgements
7. Table of Contents
8. List of Tables
9. List of Figures/ Charts
10. Abbreviations (if any)
11. Abstract
12. Text of the Thesis
 - (i) Chapter I : Introduction
 - (ii) Chapter II : Literature Review
 - (iii) Chapter III: Research Methodology
 - (iv) Chapter IV: Observation and Analysis
 - (v) Chapter VI: Result and Discussion
 - (vi) Chapter VII: Findings, Conclusion and Recommendations
13. References
14. Appendices (if any)

1. Cover Page

The title of the thesis; name, PU registration number and campus of the student; month and year and place of submission of thesis should be included in the specified places of cover page with specified font size and location on the cover page as shown in the sample cover page. The rules for formulating a good title are few. The title should identify the specific nature of the research and also some broader area within which the work occurred. The length of the title should be kept to a minimum, preferably approximately a dozen or so words. A good start is to avoid non-essential words or phrases, such as “Studies on the...”, “Some aspects of” and “Investigations into the.....”

The cover page of the thesis should be written with golden/white letter on the black background of the cover. The sample of the cover page is in the next page:

[TITLE]*

|||

By

[Name of Student]*

PU Registration No:

Campus name:

|||

A thesis submitted to the
Purbanchal University, Faculty of Management
in partial fulfillment for the Degree of
Master of Business Administration (MBA)

Month, Year
Place

2. Inside title page

All items appeared in the cover page should also be appeared on the same size and location of the cover page. However, the page will be normal white paper and the letter will be black.

3. Declaration of student

The student has to declare that the thesis is his/her original work and citations are refereed with acknowledgement in the specified places of citation without concealing the truth. He/she should also declare that the thesis is not submitted to other university or institution for any purpose.

Example:

I..... declare that this thesis entitled [**Title of the Thesis**] submitted in partial fulfillment of the **MBA Degree of the Faculty of Management, Purbanchal University** is my original work carried out under the supervision of [**Name(s) of the Supervisor**], and has not been submitted anywhere for the award of any other degree or commercial purpose. In keeping with the ethical practice in reporting scientific information, due acknowledgements have been made wherever the findings of others have been cited.

[Signature]

[Name of the candidate]

PU Reg. No:

Date:

4. Certificate of the Supervisor

The concerned supervisor has to certify the originality of the research work of the student in instructional letter head specifying that the research has been conducted under his/her supervision and has not been submitted to any other university and institute for any purpose.

Example:

This is to certify that the thesis entitled [**Title of the Thesis**] submitted by [**Name of the candidate**], PU Reg. No.] to the Faculty of Management, Purbanchal University, in partial fulfillment for the award of the degree of **MBA** is a *original* research work carried out by him/her under my supervision. As far my knowledge, the contents of this thesis, in full or in parts, have not been submitted to any other Institution or University for the award of any degree or for any commercial purpose.

[Signature]

[Name of the supervisor]

Date:

5. Viva-voce and Approval sheet

The team of the viva-voce examination has to certify that they have undertaken the viva-voce examination and approve the thesis. The marks obtained by the students should be forwarded to the Dean, Faculty of Management for further actions.

6. Acknowledgements

This section usually consists of a single paragraph of thanks to the supervisor and other academic or technical staff, colleges and institutions for ideas, advice, criticisms, facilities, services, etc. Contrary to common practice, this is not a place to 'let your hair down': you are not allowed to acknowledge your pets, religious leaders, and so on; and avoid expression of excessive gratitude to your supervisor, or anyone else.

7. Table of Contents

This section considers the contents of each section of the thesis and lists all the major headings and sub-heading and the page numbers on which each starts.

8. List of Tables

The information shown in the table should appear at the relevant places in the text. Tables should be numbered chapter-wise (e.g. 4.1 for the first table of chapter 4). All the tables should be referred to by their numbers in the text, not by placement (e.g. see Table below/above). The titles of the tables should be brief and to the point. Tables should mention the source which should be placed at the bottom of the respective tables.

9. List of Figures/ Charts

The information shown in the figure/charts should appear at the relevant places in the text. Figures/charts should be numbered chapter-wise (e.g. 5.3 for the third figure/chart of chapter 5). All the figure/charts should be referred to by their numbers in the text, not by placement (e.g. see figure/charts below/above). The titles of the figure/charts should be brief and to the point. Figure/charts should mention the source which should be placed at the bottom of the respective figure/charts.

10. Abbreviations

The abbreviations used in the thesis should be listed in the abbreviation section of the thesis in alphabetical orders.

11. Abstract

The *Abstract* should not exceed one page. The first few sentences identify the topic, the next few the research design, then the basic observations and/or results, and the last one or two, the theoretical implications of the observations and/or results. It should not contain references to figures, tables or literature.

Being an overview of the thesis, the *Abstract* should be written last. Avoid jargon (i.e., “the language, especially the vocabulary, peculiar to a particular trade, profession, or group”).

12. Text of the Thesis

It is the core part of the thesis which covers entire work of the students. This section highlights real performance of the student in the research work divided in chapters. This section is divided into following chapters:

- (i) Chapter I : Introduction
- (ii) Chapter II : Literature Review
- (iii) Chapter III: Research Methodology
- (iv) Chapter IV: Observation and Aanalysis
- (v) Chapter V: Result and Discussion
- (vi) Chapter VI: Findings, Conclusion and Recommendations

(i) Introduction

The *Introduction* should preferably not exceed 10% of the whole thesis. It must form a bridge from past to the present work in a stimulating manner within a few paragraphs. The “bridge”, moreover, should have the shape of an inverted pyramid: In other words, a good introduction starts with a broad base and ends with a specific point. It first considers the importance of the major area being investigated, primarily to provide the reader with a frame of reference from which to consider your work. Then, within the chosen area, it identifies a gap in our knowledge, or a precise question, or a particular controversy. Finally, it pinpoints the intended value of the present research. New approaches and assumptions on which the work is based should also be identified at this point.

(ii) Literature Review

Literature Review will explore the relevant research in the focus area explaining the recent work. It explains what kind of research is done in the area chosen. Literature review pinpoints different methodology used and major findings of the research relevant to the chosen area.

(iii) Research Methodology

This describes the research design in detail with specific focus on Data type and collection and analysis methods.

(iv) Observation and Analyses

The data collection, presentation and analysis are the core of the research. Any kinds of observation done are to be presented in a systematic format which will be the base for analysis. The observation can be in the form of qualitative or in quantitative form depending upon the research design. Analyses are what the researcher sees in the collected data or observations. Analysis could be qualitative or quantitative depending upon the research design.

(v) Results and Discussion

The results are the findings of the researcher on the basis of observations and analysis. The results are to be discussed along with the relevant management and subject theories.

(vi) Findings, Conclusion and Recommendation

This section contains the findings of the research, a conclusion on the research and recommendation to research community on the basis of the research undertaken. Also this section ends with future research ideas.

(vii) References

This list all the references cited in the text and presentation should follow APA style.

(viii) Appendices

Appendices are reserved for materials that are not strictly necessary for the presentation and interpretation of the data but may be useful to other researchers in duplicating the study, reanalyzing the data, avoiding time-consuming errors when conducting similar studies, etc. Examples of the type of material that can be included are data pro forma, computer programs, preliminary experiments and supplementary statistical data. Raw data should not be included.

Thesis Production Guidelines

Thesis Size

Generally a thesis should contain 80-250 pages.

Size and quality of paper

Use A4 size (210 mm wide and 297 mm long) white bond paper weighing 80 g/m² or more. The same quality of paper should be used throughout the thesis.

Typing Font and Margin

The entire thesis must be typed with double spacing, using Times New Roman font and font size of 12 points for text and with 3.5 cm left margin, and 2.5 cm margins on all other sides. The font size may quite large for chapter headings (Capital 18 point), section heading (17 points) and second level section heading (14 points) and third level section heading (12 points bold). Though it is not recommended, fourth-level section heading may be included without numbering in 12 point italicized font. Running text should be set in fully justified font of 12-point size.

All section headings should be left aligned with number but the Chapter heading should be centrally aligned. The contents in the *References* section of thesis may be typed with single spacing **by following APA format. However, separate entries of references should be separated by double spacing.**

Pagination

All sections before the *Introduction* (except the *Title Page*) should be numbered in Roman numerals (i, ii, iii, iv, etc.) at the bottom centre of the page. All other pages of the body of the thesis should be numbered with Arabic numbers (1, 2, 3, 4, etc.). Appendices will not be paginated.

Submission Date & Format

Four hardcopies of the thesis (book-bound; both single-sided and double-sided printings are acceptable) as well as a two softcopies (in PDF format) of the thesis must be submitted by the stipulated deadline.

Numeral and Unit Abbreviations

Numbers under ten should be spelt out (e.g., nine for 9 but not figure 9) unless accompanied by an abbreviation: e.g. two centimeters or 2 cm. Do not start a sentence with an Arabic or Roman number.

Citations and Reference List

APA style will be followed for reference and citation in the text. Only literature cited in the thesis text should be included here.