

# Lincoln University



## Methodology for BA 399

### Lincoln university has Established the Following Guidelines and Requirements for Writing BA 399 Reports

To be approved for a BA 399 MBA Research Project a student must have a GPA of 3.2 or above and have The Director of Graduate Program's approval. You must have completed BA 306 – Business Research Methodology. This course must be completed before the semester in which you enroll in BA 399 and before beginning the MBA Research Project.

Be sure to read the MBA Thesis Manual for step-by-step guidelines on writing a BA 399 paper. The manual (pdf) is available for download from the LU website: <http://www.lincolnuca.edu/studentlife/researchassist>

Unless an advisor indicates otherwise, students should use the APA Style ([www.apastyle.org](http://www.apastyle.org)) for citing references and formatting his or her thesis.

A) For BA 399 you will need an advisor. The Dean of Students has a list of faculty who are approved as advisors based on a subject filed of study. Talk to approved advisors to determine who would be best able to help you in your work. Once a faculty member has agreed to be your advisor he or she must be approved by The Director of Graduate Programs or The Chief Academic Officer.

After determining who your project advisor is, it is necessary to meet with him or her and arrange for a research topic suitable to your interests. **DO NOT DO THIS ALONE**; you must do this with your advisor, benefiting from his/her assistance and approval.

You will need to complete a BA 300 Proposal Approval Form listing your research topic and your advisor.

It is expected and you should, during this “research” semester, be in frequent contact with your advisor, meeting at least once every two weeks. E-mails and telephone discussions are useful, but your written progress should be seen by your

advisor and such work discussed face-to-face, as you both examine written materials.

The research does not have to test hypotheses; it can be exploratory or normative research, or it can be descriptive. It must, however, follow the topical sequence set forth in part "C" below. And it should involve a comparison of some sort.

Any departure from this firm requirement must be approved by your advisor and by the Director of Graduate Programs, **before** the end of the fourth week of the semester.

B) You will next have to compose an Outline based on the sequence listed in part C below. Your advisor can assist you on this as it will represent your full plan for completing the Research Project. At this point in your progress, a copy of this Outline must be given to the Director of Graduate Programs.

C) Listed below is the sequence which all Research Projects must follow, regardless of field of study, and which will form the basis of your Outline, each one standing as a separate section or chapter of your research report:

### **BA 399 Format**

- I. Introduction
  - a. Statement of the Problem
  - b. Purpose of the Study
  - c. Delimitations (not "limitations")
  - d. Definitions of Terms
- II. Review of Literature (Studies, other related research, parts of journal or newspaper articles, parts of books, etc., which relate to your research topic)
- III. Research Design, with supporting rationale (Any questionnaire form would be included here)
- IV. Collection of the Data
- V. Report of Findings (only). Comparisons shown here
- VI. Analysis of Findings. Comparisons evaluated here only
- VII. Conclusions (and Recommendations, if desired)
- VIII. Bibliography (This would also include references of newspaper articles, dates of telephone or personal conversations with subjects and/or relevant experts, etc.)

IX. Appendix (Maps, charts, diagrams, reprinted copies of relevant articles from newspapers, books, etc.)

All students should know this sequence and its importance from having studied it in BA 306. Skipping or avoiding the sequence, or ignoring parts of it in the report's final form on the day of presentation will result in the presentation being only a "presentation" and not a defense of research. No grade will be given until the work is re-written according to the above sequence.

D) Once a thesis has been accepted by an advisor, the advisor will submit the paper to Turnitin, which will process it and produce an "Originality Report". Before giving final approval, the advising professor will review the Originality Report to confirm that the content is original or has been properly cited.

E) Upon final approval, the student is to arrange the presentation date with the Registrar's Office. Inform the Registrar's Office at least two weeks prior to the date you want to present your research. If much delay occurs, the effort can be continued into a succeeding semester by registering for one credit hour.

F) When your presentation schedule is arranged, you will have to prepare a total of seven copies of your Research Project report (thesis) of the final version; five of them should be submitted to the Records Office as soon as possible, and bring the other two copies on your presentation day.

G) Upon passing the thesis defense, you are responsible for providing LU Library with two hard copies and an electronic copy (via email, CD or flash drive) of your thesis for archival purposes.

#### COURSE METHODOLOGY OUTLINE:

With the advisor's approval, the student will select a topic and approach to the project. Possible approaches include but are not limited to:

- Case Study
- Program Evaluation
- Management Analysis Study
- Policy Analysis Study
- Strategic Plan
- Cost-Benefit Analysis
- Marketing Plan
- Needs Assessment

Acceptable methodologies include but are not limited to:

- Surveys
- Content Analysis

- Performance Measurement
- Forecasting
- Observation
- Quantitative Data Analysis

## **COURSE PROCESS AND STRUCTURE:**

Each student must follow a standard multi-step process to complete the research project. The steps consist of the following:

- Consider and select a topic. Decide on the Thesis or Project option.
- Consider and select a faculty advisor.
- Submit the **Proposal Approval Form** (form is available at the University's Records Office) filled in by the student and by the proposed advisor, to the Records Office during the initial registration of the course.
- Submit the **Progress Form** (form is available at the University's Records Office) **twice** to the Records Office during the research project terms as designated in the form, filled in and signed by the advisor.

### MBA Thesis Option

1. Write Chapter One and receive preliminary approval from the advisor.
2. Conduct a literature review and write Chapter Two.
3. Develop methods section and data collection instruments and techniques. Write Chapter Three.
4. Submit Chapters One through Three to the advisor for approval.
5. Conduct the sampling and data collection.
6. Analyze the data and write Chapter Four.
7. Write Chapter Five.
8. Write the Abstract.
9. Complete and submit the thesis and the Abstract to the advisor for review.
10. Obtain the advisor's approval for the thesis.
11. Schedule a defense/presentation with the advisor and the Records Office at least **two weeks** prior to the date for the planned presentation. Submit the required photocopies of the thesis.
12. Give an oral presentation to a Graduate Committee.
13. Make all corrections if required or suggested by the Committee, and submit final thesis.

### MBA Project Option

1. Conduct a literature review with regard to the topic selected.
2. Create a timeline for completion of milestones that will enable the student to complete the project on time.
3. Write a project proposal and secure approval from the advisor with regard

- to the timeline and proposal. The proposal must consist of:
- A detailed statement of the rationale for the project, identifying approach and method.
  - A list of the parts of the project.
  - A plan for the revision or production of the parts of the project.
  - A timeline for the completion of the parts of the project.
4. Consult with the advisor regarding the subject matter of the required oral presentation.
  5. Complete and submit the project report and the Abstract to the advisor for review.
  6. Obtain the advisor's approval for the project report.
  7. Schedule a defense/presentation with the advisor and the Records Office at least **two weeks** prior to the date for the planned presentation. Submit the required photocopies of the report.
  8. Give an oral presentation to a Graduate Committee.
  9. Make all corrections if required or suggested by the Committee, and submit final report.

#### **EVALUATION:**

Thesis/Project Report: 100%

Each student will complete and submit a thesis or a project report, and give an oral presentation to the Graduate Committee for evaluation. A grade of CR or NC only will be given.

**BA 399 – MBA Research Project**  
**List of Recent BA 399 Thesis Titles Available at the LU Library**

1. Business Plan for Dee-Tox Instant Powder  
Author: Pischaya Harnkulawat  
Fall 2013
2. Business Plan for Jen's Thai Ice-Cream Shop in Downtown Mountain View  
Author: Jarinya Piysantisuk  
Spring 2013
3. Comparative Analysis of Credit Card System in China and the United States of America  
Author: Wei Lan  
Spring 2013
4. Business Plan for Ugalz Ecological Restoration Consulting Company in Mongolia  
Author: Tserenbaatar Bayasgalan  
Spring 2013
5. Assessment of the Internationalization Capabilities of Nigerian Banks' Pre and Post Consolidation  
Author: Adeniran Oluyemisi Ayinke  
Spring 2013
6. Chinese Investment in Tanzania's Construction Industry:  
Is it for country profit or long-term dependency?  
Author: Shubi Happiness Mulima  
Spring 2013
7. Profitable and Ethical:  
How can multinational enterprises improve safety conditions in Bangladesh ready-made garment sector without losing money?  
Author: Ommi Towhida Snigdha  
Fall 2013
8. Business Plan for Nursing Homes in Thailand  
Author: Suratsawadee Wanichdee  
Spring 2013