

Ming Chuan University

International Business and Trade Program

International College

Senior Thesis Handbook



May 2017
IBT Senior Thesis Guidelines

All students in the International Business and Trade Program must complete a senior thesis before the degree of bachelor of science degree from Ming Chuan University is awarded.

Thesis requirements:

1. The thesis is to be a group project, with 2 to 4 students per group.
2. The thesis should be on a topic relevant to international business, international trade, international finance/investment, international marketing, or a related business discipline.
3. Groups can choose to do either an *Academic Research Paper* or an *Applied Business Project* for their thesis. Students seeking to develop their research skills, perhaps in preparation for an advanced degree, are encouraged to consider choosing the *Academic Research Paper*. Students seeking to develop their practical knowledge of the business world may want to consider the *Applied Business Project*.
4. Each *Academic Research Paper* must contribute to the existing literature by asking an original research question and collecting and analyzing data to answer this question, using a qualitative, quantitative or mixed-methods design. Each *Project Report* (for an *Applied Business Project*) must provide an in-depth analysis of a concrete business situation or problem, and offer strategic solutions for a firm or firms facing such a situation. The analysis may take the form of a case study, a comparative analysis, a business plan or a format agreed upon in consultation with the thesis supervisor.
5. The *suggested* length of the main body of the thesis is 20-30 pages. A research paper is likely to be of greater length, while a project report may be complemented with a portfolio or visual displays (e.g., a poster). The final form and length of the thesis is to be determined in consultation with the thesis supervisor. Formatting suggestions for academic research papers are provided below (pages 4 and 8). The format for project reports is to be decided in consultation with your supervisor.

General:

1. Each thesis group must prepare a one-page proposal consisting of a brief description of the problem, the research question(s), proposed method and significance of the study by the 12th week of the second semester of the junior year. (See sample proposal in Appendix A.)
2. Groups should then begin their search for a thesis supervisor. *Students must show their one-page proposal to potential supervisors.* Any Ming Chuan University faculty member or adjunct faculty member can serve as a thesis supervisor.
3. If a faculty member agrees to supervise the group, she or he will sign the one-page proposal. (She or he may request changes to the proposal prior to signing.)
4. If students want to change their supervisors, they can do so *no later than the fourth week in the first semester of the senior year*, and only with the permission of both the former

supervisor and the new supervisor.

5. All groups must adhere to these guidelines, the thesis timetable (see below), the formatting guidelines (see below), and to additional instructions from their supervisor. *If a group fails to do so, the supervisor may discontinue his or her association with the group, after two written warnings. These groups will not receive a passing grade in the course associated with the thesis.*
6. After successful completion of the thesis, digital and/or paper copies of the thesis will be provided to the supervisor and committee members. When the thesis has been finalized, a printed copy (and a digital copy in PDF format if requested) will be provided to the IBT office.

Senior Thesis Timetable (May be modified by supervisor)

YEAR	WEEK	DATE	TASK	
Spring 2017	17	June 15	Submit one-page proposal and thesis application form (parts 1, 2 & 4), signed by thesis supervisor.	Nicky
Fall 2017	1	Sep. 07	Turn in finalized one-page proposal and outline of chapters.	Supervisor
	14	Dec. 07	Submit full proposal (for research papers: Microsoft Word file; thesis chapters 1-2: Introduction, Method)	Supervisor
	15-17	Dec. 14	Presentation of proposal to committee (presentation format to be specified by supervisor).	Committee
Spring 2018	9	April 19	First draft to supervisor (Microsoft Word file; paper if requested).	Committee
	11	May 03	Final draft to committee (Microsoft Word file; paper if requested).	Committee
	11	May 03	Submission of oral defense application form	Nicky
	12, 13	May 08 - 19	Oral defense	Committee
	14	May 24	Submit final printed copy to IC office.	Nicky

Senior Thesis Formatting

Structure and Components of the Academic Research Paper:

1. Title. The title should briefly and clearly summarize the main idea of the study.
2. Title Page. Follow format of the sample shown in Appendix B.
3. Abstract. Brief, comprehensive summary of your entire, completed study.
4. Acknowledgements: Optional.
5. Table of Contents. Follow format of the sample shown in Appendix C.
6. Main body:
 - Chapter 1 Introduction
 - Background and problem statement
 - Purpose, rationale and objectives of the study
 - Significance of the study and expected contribution
 - Chapter 2 Literature Review (Review of the relevant research literature to arrive at research questions and hypotheses).
 - Chapter 3 Method (Design, including participants, materials and procedures)
 - Chapter 4 Results (Describe results of your data collection and analysis)
 - Chapter 5 Discussion and Conclusion (Summarize results and their importance)
7. References (in APA style).
8. Appendices: Questionnaires, additional statistical tables, etc.

Formatting Instructions:

1. Title page and table of contents should use the formats shown in appendices B and C.
2. Tables and Figures should be placed in their natural location within your text and *not* placed at the end of the manuscript.
3. Font: Times New Roman, size 12.
4. Margins: 2.5cm top and bottom; 3cm left, 2.5cm right.
5. All additional formatting should follow APA guidelines, unless otherwise directed by your supervisor. See *Publication Manual of the American Psychological Association (6th Edition)*, Washington, DC: APA, 2010. Resources for APA style:

American Psychological Association – APA Style

www.apastyle.org

Purdue Online Writing Lab – APA Formatting and Style Guide

<https://owl.english.purdue.edu/owl/resource/560/01/>

Google Scholar – APA Citations

<https://scholar.google.com/>

(Find the article you wish to cite using the search function and click “Cite”.)

Suggested Grading Rubric

Your committee (supervisor and two other teachers) will assign grades using their own discretion. The scale below is provided for reference. Your group may want to use it in discussing what is expected of your thesis with your supervisor and other committee members.

Letter Grade	Percent Grade	GPA	Descriptions
A+	97-100	4.0	This thesis is of high enough quality to be considered for presentation at a conference or even eventual publication. Thorough review of the literature, generating original research questions and hypotheses; well-designed and implemented methodology and analysis and comprehensive discussion of the results. The English is clear and professional. Adheres to standard APA formatting throughout. Work completed by or before timetable dates.
A	93-96	4.0	
A-	90-92	3.7	
B+	87-89	3.3	This thesis demonstrates solid mastery of the basic research process. Good review of the literature, generating original research questions and hypotheses; acceptably well-designed and implemented methodology and analysis, and comprehensive discussion of the results. The English is clear and professional. Adheres to standard APA formatting throughout. Work completed by or before timetable dates.
B	83-86	3.0	
B-	80-82	2.7	
C+	77-79	2.3	This thesis demonstrates acceptable mastery of the basic research process, although there are areas which still need improvement. Adequate review of the literature, generating clear research questions and hypotheses; acceptably well-designed and implemented methodology and analysis, and comprehensive discussion of the results. The English is acceptable but may be in need of improvement for clarity or professionalism. Some minor mistakes in APA formatting. Minor deviations from the timetable.
C	73-76	2.0	
C-	70-72	1.7	
D+	67-69	1.3	This thesis is just barely acceptable. The basic features are present, but there are serious problems in one or more areas that detract from the meaningfulness of the results. The English may be so poor as to hinder understanding. Fails to adhere to APA formatting. Serious deviations from timetable.
D	63-66	1.0	
D-	60-62		
F	Below 60		This thesis does not meet minimal requirements, perhaps owing to the presence of plagiarized content; poor English which makes it difficult to read; a failure to adequately conceptualize, design, implement, analyze and discuss research; lack of proper formatting; or, a failure to meet timetable dates.

Appendix A Sample One-page Proposal

Tentative Title: Spiritual Well-Being of Workers – A Phenomenological Study

by: David C. Trott

Problem: Organizational theorists have been advocating a more holistic orientation for work life improvement for decades (Barnard, 1938; Mayo, 1945; Deming, 1951; Argyris, 1958; Herzberg, 1959; McGregor, 1960; Likert, 1967; Galbraith, 1973; Ouchi, 1981; Lippitt, 1982; Mintzberg, 1983; Schein, 1985; Senge, 1991), yet none have provided an explicit discussion of the spiritual well-being of workers. Many multi-national organizations are exploring different strategies and approaches to enhance organizational cultures that foster an improved quality of work life not only for business purposes (Association for Quality and Participation, 1991) but for social purposes as well (World Business Academy, 1993). Systematic research that targets the spiritual well-being of all workers is essential in order to expand as well as guide improvement efforts of organizations.

Research Questions: What meaning(s) do individuals attach to spiritual well-being in their work lives? What higher callings or purposefulness are embedded in everyday workplace activities?

Method: The research methodology will closely follow that used in Barker (1989) study of the spiritual well-being of Appalachian women referent to the nursing profession: Participation of twelve workers who acknowledge that they possess spiritual well-being and are able to articulate their lived experience of the phenomenon will be solicited. Subject's rights will be carefully assured. Data will be generated using semi-structured, in-depth, audio tape recorded personal interviews after informed consent is obtained. Each interview will be transcribed verbatim by the researcher. The researcher's prior experience of spiritual wellbeing will be identified, verbalized, and bracketed prior to the interview and maintained until completion of the analysis phase of the research. The data will be analyzed using a method adapted from Colaizzi (1978) and Munhall and Oiler (1986). Scholarly rigor will be assured by means of an audit trail established to assure credibility, transferability, dependability, and confirmability (Lincoln and Guba, 1985).

Significance of the Study and Its Contribution to the Field: This study will provide significant insights into the meaning and experience of the spiritual well-being of workers. It will explore how individuals interpolate personal spirituality in order to construct meaning and understanding of their participation in continuous quality improvement endeavors. Exploration of the concept will generate a framework for further enrichment of organizational improvement cultures. This study will add depth to the body of knowledge that encompasses the human dimension of the work enterprise as well as expand the previously identified phenomenon of spiritual well-being. It will demonstrate the soundness of examining the connectedness of spiritual well-being with the continual pursuit of a higher quality work life.

Signature of Supervisor

Date

Ming Chuan University

International Business and Trade Program



Title: The Ethics of Marketing

Name: James Smith

Jennifer Bush

Supervisor: Dr. Emily Chou

Date: June 5, 2017

**Thesis submitted in partial fulfillment of the requirements for the degree of Bachelor of
Science in International Business and Trade**

Appendix C Format for Table of Contents (Academic Research Paper)

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*Insert your own page numbers for all sections of your thesis.