

**Ming Chuan University  
International College**



***International Business and Trade Program  
Senior Thesis Handbook  
2025-2026***

**Updated: February 2025**

## IBT Senior Thesis Guidelines

To earn a Bachelor of Science degree from Ming Chuan University's International Business and Trade Program, students must complete a senior thesis.

### Thesis requirements:

1. The thesis is a student research project that poses an original research question and use qualitative, quantitative, or mixed methods to collect, analyze and interpret data in order to answer the question.
2. The thesis should investigate an original research question related to international business, trade, finance, marketing, or a related field.
3. The thesis is a team project, with 2-4 students per team.

### Steps:

1. Prepare a one-page proposal to show to potential advisors by the 12th week of the second semester of the junior year. (See sample in Appendix A.)
2. Find an MCU faculty member or adjunct faculty member willing to serve as an advisor, have them sign the Advisor Consent Form, and submit the form to the IBT office by the end of Week 16 of the spring semester of their junior year. (If a team wants to change advisor, 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 advisor and the new advisor.)
3. Work with their advisor over the summer prior to their senior year.
4. Assemble a three-member faculty committee, schedule oral proposal and defense meetings prior to the deadlines in the timetable and submit "Permission to Propose/Defend" forms to the IC office.
5. Students must bring midterm, daily and final grading forms from the IC office to their advisor. Grading: Midterm (Advisor) = 10%; Daily Grade (Advisor) = 50%; Final (Committee) = 40%.
6. Follow all guidelines, the thesis timetable, formatting guidelines, and additional instructions from their advisor. ***If a team fails to do so, the advisor may discontinue his or her association with the team, after one written warning. These teams will not receive a passing grade.***
7. Provide digital and/or paper copies of the finalized thesis to the advisor and committee members, and a printed copy to the IBT office.

### Senior Thesis Timetable

SEMESTER	WEEK	TASK	CHECKED BY
Spring 2025	16	Submit “Advisor Consent Form”, signed by advisor.	Nicky
Fall 2025	1	Turn in finalized one-page proposal and outline of chapters.	Advisor
	9	Submit full proposal (for research papers: Microsoft Word file; thesis chapters 1-3: Introduction, Literature Review, Method).	Advisor
	16	Oral proposal deadline	Committee
Spring 2026	9	First draft of final thesis to advisor (Microsoft Word file; paper if requested).	Advisor
	TBA*	Final draft to committee (Microsoft Word file; paper if requested).	Committee
	TBA	Submission of oral defense application form	Nicky
	TBA	Oral defense deadline	Committee
	TBA	Submit final printed copy to IC office.	Nicky

\*TBA: To be announced.

### Research Thesis Format:

1. The length of the main body of the manuscript should be 10-15 pages for the proposal (fall semester) and 20-30 pages for the thesis (spring semester).
2. The title page and table of contents should use the formats shown in appendices B and C.
3. Tables and Figures should be placed in their most natural location within your text.
4. Font: Times New Roman, size 12. Spacing: 1.15. Margins: 2.5cm top and bottom; 3cm left, 2.5cm right.
5. All additional formatting should follow APA guidelines, unless otherwise directed by your advisor.
6. Final decisions about formatting and length are to be decided in consultation with the thesis advisor.

### Suggested Grading Rubric

Sections & Suggested Criteria	Grade
<b>Introduction:</b> Clear introduction to an important issue or problem; the research ‘gap’ is clearly stated; the proposed approach to filling this gap shows original and innovative thinking; research questions are provided.	
<b>Literature Review:</b> Shows a clear command and deep understanding of the relevant literature. Theories and findings related to the research question are discussed clearly and logically. Critical theoretical or methodological gaps in the literature are highlighted. Hypotheses (if any) are stated in a way that allows them to be tested.	
<b>Method:</b> Research design shown (in diagram if possible). Participants and sample size, materials and procedures described in clear detail. Discussion of reliability and validity checks for study variables is included. Timeline for data collection is provided. Includes discussion of research ethics and informed consent (if applicable). (For proposal, the method and timeline are feasible, realistic and can provide answers to the research questions.)	
<p><b>Expected Results (Proposal Only – Fall Semester):</b> Brief explanation of anticipated findings based on theory, prior research and from any pilot data; discussion of potential implications for business practice and theory; and acknowledgment of study limitations and scope.</p> <p><b>Results (Final Thesis Only – Spring Semester):</b> Results are presented in a way that is meaningful and easy to understand for committee members with diverse areas of expertise. The analyses (statistical or qualitative) are appropriate given the nature of the data and the research questions asked. Presentation should highlight the key results. Supporting details and results from supporting analyses (for example, tests of statistical assumptions) should be available but should not be presented in a way that obscures the key findings by taking up too much time.</p>	
<b>Discussion/Conclusion (Final Thesis Only – Spring Semester):</b> Summary of study and key results. Discussion of how the key findings fit with previous research. Statement of the limitations of this study and suggestions for future research. Conclusion states the significance and contribution of the study.	
<b>General: All sections are completed with sufficient detail.</b> English is clear and professional. Standard APA formatting used throughout. Oral presentation was clear and lively, with good use of visual aids; well organized and timed.	
<b>OVERALL GRADE</b>	<b>/100</b>

## **Appendix A   Sample One-page Proposals**

### **Research Proposal: 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.

**Ming Chuan University**  
**International College**  
**International Business and Trade Program**



**The Ethics of Marketing**

**Names: James Smith**

**Jennifer Bush**

**Advisor: Dr. Emily Chou**

**Date: May 22, 2026**

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

**Appendix C Format for Research Proposal Table of Contents (Fall Semester)**

**TABLE OF CONTENTS**

<b>ABSTRACT</b>		<b>i</b>
<b>TABLE OF CONTENTS</b>		<b>ii</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
	Research Motivation: Background and Problem	
	Research Questions	
	Significance and Expected Contribution	
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	<b>3</b>
	Literature Review	
	Hypotheses (if applicable)	
<b>CHAPTER 3</b>	<b>METHOD</b>	<b>8</b>
	Participants, Materials, Data Collection Procedures	
	Analysis	
	Procedures	
	Potential sources of bias	
<b>CHAPTER 4</b>	<b>EXPECTED RESULTS</b>	<b>14</b>
<b>CHAPTER 5</b>	<b>GUIDANCE NEEDED FROM ADVISOR</b>	<b>15</b>
<b>REFERENCES</b>		<b>16</b>
<b>APPENDICES</b>		<b>20</b>

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

**Appendix D Format for Final Thesis Table of Contents (Fall Semester)**

**TABLE OF CONTENTS\***

<b>ACKNOWLEDGMENTS (OPTIONAL)</b>	<b>i</b>
<b>ABSTRACT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
Research Motivation: Background and Problem	
Research Questions	
Significance and Expected Contribution	
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>3</b>
Literature Review	
Hypotheses (if applicable)	
<b>CHAPTER 3 METHOD</b>	<b>8</b>
Participants, Materials, Data Collection Procedures	
Analysis	
Procedures	
Potential sources of bias	
<b>CHAPTER 4 RESULTS</b>	<b>14</b>
<b>CHAPTER 5 DISCUSSION AND CONCLUSION</b>	<b>20</b>
Summary of the results	
Relationship of results to previous research	
Theoretical and practical implications	
Limitations of the study	
Suggestions for future research	
<b>REFERENCES</b>	<b>25</b>
<b>APPENDICES</b>	<b>30</b>

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