UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

FINAL YEAR PROJECT GUIDELINE

FOR

BACHELOR OF INTERNATIONAL BUSINESS (HONS)
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1.0 INTRODUCTION

This manual is a guide for the preparation of the Undergraduate Research Project. It describes what is expected from the students and the requirements of completing their research projects. It covers information on the nature of the project, the procedures, penalty, specifications of the written report and oral presentation, chapters of the research project, referencing, citations in the text, the expectations and relationships between the supervisor and students, the roles of the Research Project Coordinator and the examiners, students’ safety while conducting fieldwork, research ethics, plagiarism and retention of working papers.

Students will be guided by respective supervisors in completing the research projects. Students ARE NOT ALLOWED to choose their own supervisors and to change their supervisors at a later point in time.

Workshops will be held for the students whenever the need arises. However, students are strongly encouraged to refer to any relevant books for guidance on research.

All research reports must be submitted within the deadlines announced by the Research Project Coordinators. The submission deadlines for each programme will be announced during the first meeting with the students.

Any enquiry regarding the administration of the research project must be directed to the Research Project Coordinator. Furthermore, the Research Project Coordinator reserves the right to reject any research reports which do not meet the requirements as specified in this manual.

2.0 THE NATURE OF THE RESEARCH PROJECT

The research project must be done on a group basis with FOUR (4) members in a group. The students are to select their own group members.

Students are to choose their research topics but the topics are subject to the approval of the supervisor and the respective Research Project Coordinator. However, the topics should be related to the degree programme concerned.

This unit provides an opportunity for the students to design and carry out a group research study at the undergraduate level, and present it in the form of a research report. This research project forms a substantial part of the overall study leading to the award of a bachelor’s degree at the Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman. Accordingly, a high standard of achievement will be expected from the students. The research project should draw on students’ intellectual skills and knowledge acquired during the programme. It aims to develop intellectual interest among the
students beyond their normal daily responsibilities and to demonstrate their ability for research.
Upon completing this research project unit, the students will be able to:

- Conduct literature review on a specific topic.
- Carry out secondary or primary data collection.
- Draw a sample to study.
- Apply appropriate methods of data analysis.
- Interpret and discuss the statistical results.
- Draw conclusions and implications based on research findings.
- Produce a well-organized research report.

The Undergraduate Research Project will be assessed based on the followings:

i. **Final Research Report** --- 80%
ii. **Oral Presentation** --- 20%

### 3.0 THE PROCEDURES

This section describes the whole process ranging from group formation to report submission.

1. During the first meeting between the students and the Research Project Coordinator:
   
   (a) Students form into groups of four (4) members in each group.
   
   (b) The names, students’ identification number, and contact information of each group members must be submitted to the Research Project Coordinator.
   
   (c) The contact information includes the e-mail address, the hand phone number, and the home telephone number.

2. Each student group fills up a form entitled “Research Project Proposal Form” See Appendix A.

3. The “Research Project Proposal Form” must be submitted within the deadlines set by the Research Project Coordinator.

4. The Research Project Coordinator assigns a number to each group of students. This group number is recorded on the “Research Project Proposal Form” and serves as the reference number. Students are required to identify their group through this number whenever they have a meeting with the Research Project Coordinator or with their respective supervisors.
5. Each group of students is required to meet with their supervisor a minimum of six (6) times and the meetings should be spread evenly during the duration of the subject unit. Students are required to meet the supervisor at least three (3) times for the first 14 weeks upon commencement of the Research Project. Each meeting session should be recorded in a form entitled “Record of Meeting with Supervisor,” (see Appendix B) detailing the issues of discussion and the meetings should follow the milestones in ‘Research Project Progress Report’ Form (see Appendix Q).

6. Any change in the research topic is subject to approval by both the supervisor and the Research Project Coordinator. These changes must be under extenuating circumstances.

In the event that the students request for a change of topic, the following procedure applies:

(a) The supervisor will discuss with the students and agree on a new topic.
(b) The students then fill in another Research Project Proposal Form (Appendix A) and submit it to their supervisor to review. The supervisor will take note of the changes by stating ‘Amended’ on the Appendix A Form.
(c) Upon approval, the supervisor submits the form directly to the Research Project Coordinator to sign and to discuss further for clarification purpose if it is needed.
(d) The supervisor co-signs on the same form containing the new topic to document his/her approval on the new topic.
(e) The Research Project Coordinator will then communicate the approval of the new topic to the Faculty through e-mail and carbon copy (c.c.) it to the relevant course coordinator(s).

Please note that the above procedure does not apply when it is merely rephrasing the research project title, that is, there is no change in the nature or content of the research project.

7. On the submission day, the students are required to submit the following items to the Research Project Coordinator.

(a) A total of four (4) copies of the research report -- three (3) hardcopies and one (1) softcopy in the form of CD/DVD.
(b) Out of the three (3) hardcopies, one (1) copy must be of original printing and the rest of the two (2) to be photocopied. Out of the three (3) hardcopies, two (2) copies must be bound with hard cover (navy blue) and gold letterings and one (1) to be normal binding.
(c) **One (1) CD/DVD** to include the research report, the questionnaire (if any), and SPSS data files or any other data. The CD must be labeled with such information as the group number, names, student IDs, research project title, degree, and the month and year of the submission date. Place the CD/DVD in a soft plastic/paper pocket. See Appendix V for the “procedures for the submission of the softcopy of the final year project”.

(d) A form entitled “**Research Project Submission Form**” to document the submission of the report. See Appendix C.

(e) Two (2) copies of “**Research Project Assessment Form**” (See Appendix D). Students are required to fill out the top portion of the form by writing down their group number, research project title, the names, and student IDs.

(f) A form entitled “**Permission Sheet**” (see appendix Y) to uphold the softcopy of the final year project in pdf format into UTAR Institutional Repository, which can be made accessible to UTAR community and public.

**Note:** The forms must be submitted separately. Do not bind the above forms together with your research report.

8. The evaluation criteria and the percentage of marks for each criterion are stated on the “**Research Project Assessment Form - Report**” as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction (research overview, background, objectives, significance, problem statement)</td>
<td>20%</td>
</tr>
<tr>
<td>2. Literature Review</td>
<td>15%</td>
</tr>
<tr>
<td>3. Research Method</td>
<td>20%</td>
</tr>
<tr>
<td>4. Results and Interpretation</td>
<td>20%</td>
</tr>
<tr>
<td>5. Conclusion and policy implications</td>
<td>15%</td>
</tr>
<tr>
<td>6. Overall Presentation of the Report (Referencing &amp; Writing skills)</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

9. An Oral Presentation would be held **before the submission of the Research Report**. Students are required to orally present their Research Report to a panel of examiners. The date, time, venue and the presentation sequence will be announced by the respective Research Project Coordinator.

10. Students are required to hand in **two (2) copies and a CD of their PowerPoint presentation slides prior to their presentation**. The CD is for the supervisor’s safekeeping.
11. Students are allocated **30 minutes** for their research presentation and Q&A session.

12. The evaluation criteria and the marks for each criterion for the Oral Presentation examination as stated on the “Research Project Assessment Form – Oral Presentation” are as follows: (See Appendix E)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents</td>
<td>20%</td>
</tr>
<tr>
<td>Knowledge of the Contents</td>
<td>30%</td>
</tr>
<tr>
<td>Confidence &amp; Attention Holding</td>
<td>10%</td>
</tr>
<tr>
<td>Delivery (Verbal)</td>
<td>5%</td>
</tr>
<tr>
<td>Body Language (Non-Verbal)</td>
<td>5%</td>
</tr>
<tr>
<td>Visual Aids</td>
<td>5%</td>
</tr>
<tr>
<td>Ability to Answer Questions</td>
<td>25%</td>
</tr>
</tbody>
</table>

Note: All group members will be assessed individually and thus different marks may be allocated to each group members.

13. The university’s grading system is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Marks Range</th>
<th>Grade Point</th>
<th>Grade Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>80 – 100</td>
<td>4.0</td>
<td>Excellent</td>
</tr>
<tr>
<td>A-</td>
<td>75 – 79</td>
<td>3.7</td>
<td>Excellent</td>
</tr>
<tr>
<td>B+</td>
<td>70 – 74</td>
<td>3.3</td>
<td>Very Good</td>
</tr>
<tr>
<td>B</td>
<td>65 – 69</td>
<td>3.0</td>
<td>Good</td>
</tr>
<tr>
<td>B-</td>
<td>60 – 64</td>
<td>2.7</td>
<td>Good</td>
</tr>
<tr>
<td>C+</td>
<td>55 – 59</td>
<td>2.3</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>C</td>
<td>50 – 54</td>
<td>2.0</td>
<td>Pass</td>
</tr>
<tr>
<td>D</td>
<td>40 – 49</td>
<td>1.0</td>
<td>Passing</td>
</tr>
<tr>
<td>F</td>
<td>0 – 39</td>
<td>0.0</td>
<td>Fail</td>
</tr>
</tbody>
</table>

**Note:** A grade of “P,” denoting “progressing,” will appear in student’s transcripts before the completion of the research project.
4.0 PENALTY

Meeting with Supervisor

It is utmost important that the students have fulfilled the minimum requirement of six (6) meetings and do not miss any meeting with the supervisor. This includes the minimum requirement of three (3) meetings with the supervisor for the first 14 weeks upon commencement of the research project. Without proper justification or reasons from the students, a penalty will be imposed as follows:

**Group deduction:**
(a) Five (5) final marks will be deducted for each missed meeting with the supervisor from the group mark.

**Individual deduction:**
(b) For those members who miss the meeting, two (2) final marks will be deducted for each absence out of the total number of meetings with the supervisor. For instance, the group has met with the supervisor for a total of ten (10) meetings. If a member missed two (2) out of the ten (10) meetings, a penalty of four (4) final marks will be deducted from the final mark awarded to the member.

PLEASE ENSURE THAT YOU SUBMIT A MINIMUM OF SIX (6) “RECORD OF MEETING WITH SUPERVISOR” FORM TO THE RESEARCH PROJECT COORDINATOR. DEDUCTION OF MARKS WILL BE IMPOSED BASED ON THE RECORD KEPT BY THE RESEARCH PROJECT COORDINATOR.

Late Submission

The deadline for submission of research report is to be strictly adhered to. No extension of time will be allowed except under extenuating circumstances. Any research report submitted after the due date, without an approved extension from the Research Project Coordinator, will be penalized. A penalty of 10% reduction of the allocated mark to the research report project will be levied for each day of late submission. Weekends and public holidays are included in the calculation of late submission. Research report submitted more than seven (7) days after the due date will be awarded with zero (0) marks.

5.0 SPECIFICATIONS OF WRITTEN REPORT

Length of Report

The research report should be of about 10,000 words. The word count does not include the preliminary pages and end materials such as title page, acknowledgement, declaration, contents page, abstract, references, and appendices.
Language of Report

All research reports must be written in English.

Typeface and Font Size

The typeface to be used is **Times New Roman** and the font size is **12 point** for the whole text of the research project unless it is stated otherwise. For headings in the text, the font size of the first heading will be **16 point**, the second headings **14 point**, and the third headings **12 point**. Capitalize and center all of the first headings. Use title case and left align the second and third headings (please refer to Appendix T). However, the font size for the **cover page** and **title page** will be **17 point** using **Arial** typeface instead of Times New Roman.

Paper and Printing

High quality bond paper of A4 size, 80g, must be used for all hardcopies of the report. Printing must be done on ink jet printer, bubble jet printer, or laser printer in black ink.

Cover, Spine, and Binding

All two (2) copies of the research reports must be of hard cover in navy blue colour (similar to the background blue of UTAR emblem) with gold lettering. The font size of the **text** on the cover page should be **17 point** (Arial). See Appendix F for the content and format of the cover page. The font size of the text on the **spine** should be **14 point** (Arial). For the printing format of the spine of the hard cover of the report, refer to Appendix G.

Margins and Spacing

The margins of the page must measure according to the specifications stated below:

<table>
<thead>
<tr>
<th>Top</th>
<th>Bottom</th>
<th>Left</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>1”</td>
<td>1”</td>
<td>1.5”</td>
<td>1.25”</td>
</tr>
</tbody>
</table>

All typing and printing must be done on one side of the paper only. The spacing is as follows:

Text – One-and-a-half spacing.

**Space before Subsequent Headings in the Text** – Double the spacing of one-and-a-half (please refer to Appendix T).

Endnotes (if any) – Single spacing within entry and double-spacing between entries.

References -- Single-spacing within entry and double-spacing between entries. Arrange the entries in alphabetical order.
0.5” indented after the first line of the reference entry. The alignment of reference entries should be justified. (Refer to Appendix O)

All first headings should be placed 1” from the top margin unless stated otherwise. Also, use block format for the text, i.e., no indentation for the first line of the paragraph. The alignment of paragraphs in the text should be justified.

Pagination

All page numbers are to be placed at the bottom center of the page. Every page must be numbered except the title page. The title page is counted as ‘i’ but the numeral is not shown. See Appendix H for a sample of title page. Please include your group number on the top right corner of the title page in the header. All preliminary pages are to be numbered in lower case Roman numerals starting ii, iii, iv, etc.

The text pages and end materials (including appendices) are to be numbered consecutively and continuously in Arabic numerals (1, 2, 3, etc.). Students should indicate the page number in terms of the total number of pages. For example, page 6 of 127, in 10-point font.

Corrections

Correction fluid or any other method of correction is not allowed on the original copy of the report. The problem page must be reprinted after the corrections have been made.

Tables and Figures

A table and a figure should be self-explanatory and complete in itself. Its form should be an effective and concise arrangement of information. The table and figure, if mentioned, should appear in the text centered after they have mentioned. Tables and figures must be numbered by chapter (i.e. Table 1.1, 1.2, 1.3, 2.1, 2.2, 3.1, 3.2, 3.3). Every table and figure should have a title which is brief, clear, and complete. The title should be placed above the table or figure, centered, and underlined.

If the table contains cited information, acknowledgement is given in a note using the word “Source,” underlined and followed by a colon. If the information from the original source has been rearranged, extended, or deleted, then acknowledgement is given in a note using the words “Adapted from,” underlined and followed by a colon. Refer to Appendix I for a sample of table and figure.

Note: Table 4.1 from Appendix I provides a good acknowledgement sample if you produce or develop the table or figure on your own.
Small tables that fit into the page should be placed in the body of the report as part of the text. Large tables that require a whole full page or more than a page should be included as an appendix. The minimum font size for the text in the tables and figures should be 10 point.

**Header and Footer**

The header should consist of a full horizontal line with the key words of the research project title placed above the line on the right side of each page. The footer will consist of a full horizontal line with the page number centered below the line. The font size for both the header and footer is 10 point.

**Photographs and Other Printed Materials**

When photographs or other printed materials (such as business cards and maps) are to be used, they may be scanned or copied in colours or black and white. Printed materials of clear and sharp are to be used. Using tape, glue, or any type of adhesive to insert photographs and other printed materials IS NOT acceptable.

**Non-Paper Format**

The labels of the soft copy of the report (CD) include the following information:

1. Group number.
2. Student names and IDs.
3. Research project title.
4. Degree.
5. The month and year of submission date.

**Structure of the Report**

The research report should be consisted of three (3) sections:

1. Preliminary pages
2. The body
3. End materials

The following are the PRELIMINARY PAGES and should be arranged in this sequence:

Title Page – A title should summarize the main idea of the paper simply and with style. It should be a concise statement of the main topic and should identify the actual variables or theoretical issues under investigation. (See Appendix H)

Copyright Page (See Appendix J)

Declaration (See Appendix K)
Acknowledgements – acknowledging the assistance given to the authors in the process of completing the research report.

Dedication (if any) – dedicating your work to your beloved ones.

Table of Contents (See Appendix L)

List of Tables (See Appendix M)

List of Figures (See Appendix N)

List of Appendices (See Appendix U)
List of Abbreviations (See Appendix R)

Preface – brief explanatory paragraphs of why and how the authors came about to engage in the subject of the research study. It should not be more than a page long with one-and-a-half spacing.

Abstract – a brief, comprehensive summary of the research project in about 300 words; or a limit of one page with one-and-a-half spacing.

The BODY should include the following chapters in this sequence:

CHAPTERS OF RESEARCH PROJECT

The body of the research project paper normally consists of the following chapters. The details of each chapter of a research project paper and its sections are discussed next.

CHAPTER 1: RESEARCH OVERVIEW

Chapter 1 is the introductory chapter which provides an overview of the study context and explains the research problem. It sets forth the research objectives to be achieved, the research questions to be answered, and the hypotheses to be tested.

1.0 Introduction
This section outlines the aims and the organization of Chapter 1.

1.1 Research Background
This section outlines the broad field of the research and aims to guide the readers and grasp their attention by providing the context of the research. According to Perry (2002), this section could use the “Triangle Field of Study” approach. For example, Section 1.1 of a research project about antecedents of customer loyalty in the retail industries would commence with comments about developments and trends of Malaysia’s retail industry, retail competitive landscape and challenges, changes of customer demographic, lifestyle, needs and preferences, and then provide an explanation of the significance of customer
loyalty towards the long term growth of the retailers leading into a sentence about how little research has been done into it.

Figure 1 The Triangle Field of Study

![Triangle Field of Study](source: Perry (2002))

1.2 Problem Statement
This section describes the core or one big idea of the study prompting and placing a boundary around the research without specifying what kind of research is to be conducted (Emory and Cooper, 1991). The problem statement does not consist of one or two sentence(s) that can be answered ‘yes’, or ‘no’; it is the broad problem or issue that should warrant more in-depth investigation later in the research questions and hypotheses. Sometimes there may be sub-problems to the major research problem.

A short paragraph stating how the research problem will be solved in the research project should be added after the research problem is addressed. This step is crucial as noted by Brown (1995), academic writing should not be a detective story with the solution kept as mystery until the end.

The problem statement can be further refined and enhanced after the completion of the literature review section.

1.3 Research Objectives
This section addresses the purpose of the investigation. The research objectives should flow naturally from the problem statement, providing the researcher with specific, concrete, and achievable goals.

1.3.1 General Objective
Outline the broad objective of the research to be undertaken.

1.3.2 Specific Objectives
The general research objective should be narrowed down to more specific objectives.
1.4 Research Questions
Research question guides your arguments and inquiries, and it provokes the interests of the reviewer. A strong research question should be evocative, relevant, clear, and researchable.

1.5 Hypotheses of the Study (for quantitative research)
The relevant hypotheses should be developed after reviewing all the relevant literature. Thus, the hypotheses should originate from the proposed theoretical/conceptual framework and the literature review.

1.6 Significance of the Study
This section should briefly explain the importance and contribution of the study.

1.7 Chapter Layout
This section briefly outlines each chapter of the research report.

1.8 Conclusion
Conclude Chapter 1 by providing a summary of the major themes addressed in the chapter without introducing new material. This section should provide a linkage to next chapter.

CHAPTER 2: LITERATURE REVIEW
This section consists of the documentation of a comprehensive review of the published and unpublished information from secondary sources of data that are available on the topics of interests. Hence, the literature review is a clear and logical presentation of the relevant research work conducted thus far in the research field of interest.

The purpose of this chapter is to indicate “that the writer has studied existing work in the field with insight” (Haywood and Wragg, 1982). It is not sufficient merely to show the findings discovered by other researchers in your research field. You have to study the work of others with insight to review critically. Besides that, this section aims to build a theoretical foundation for the research by reviewing relevant journals and articles to identify research issues which are worth researching. In addition, it also aims to ensure that no important and relevant variable are ignored that has in the past been found to have had an impact on the problem. Thus, literature review provides the foundation for developing a good theoretical/conceptual framework to proceed with further investigation and hypotheses testing. According to Sekaran (2000), a comprehensive literature review provides the following outcomes:

- Identification of important variables in the research.
- Documentation of significant findings from past studies.
- Provide a clearer idea of the study as to what variables would be most critical to consider, why they would be considered important, and how they should be
examined to provide solution to the research problem. Hence, it gives a good basic theoretical conceptual and hypotheses testing.

- Testability and replicability of the findings of current research are improved.
- The development of a more precise and concise problem statement.

An effective literature survey analyzes and synthesizes materials, and it should meet the following criteria (Caulley, 1992):

- Compare and contrast different authors’ views on an issue
- Group authors who draw similar findings or conclusions
- Criticize aspects of methodology
- Indicate areas in which authors are in disagreement
- Highlight exemplary studies
- Address research gaps
- Relate your study with previous studies and literature in general
- Conclude by summarizing the literature.

**Steps in conducting the literature review**

Step 1: Identifying the Relevant Data Sources
In general, three types of databases are relevant in reviewing the literature, as stated below.

- Bibliographic databases
  Provide bibliographic index information such as the name of author, the title of journal/article/book, source of publication, year, volume, and page numbers.
- Abstract databases
  Provide a summary of the journal/article.
- Full-text databases
  Provide the full text of the journal/article.
  E.g. Proquest, Emerald, EbscoHost, Science Direct, Harvard Business Review, etc.

Step 2: Extracting the Relevant Information
By reading the abstract of the article first, the researcher will be able to grasp the overview of the article. By reading the article, detailed information about the research problem, the research design, and the research findings could be systematically noted. This facilitates the writing up of the literature review with minimum distraction and maximum efficiency and effectiveness.

Step 3: Writing the Literature Review
One good strategy in writing of the literature review is to write it in sections due to the broad scope of a literature review. Strong literature review moves in logical, sensible patterns. Besides that, this section should be written in the most formal approach using academic language and avoid strong emotive language or personalized tone. One of the basic qualities of academic language is that it attempts to be objective – criticisms of other authors’ works need to be fair, neutral and respectful. Conclude the literature review section by summarizing the important aspects of the literature.
2.0 Introduction
This section should provide a linkage to the main themes of the previous chapter and the outline of the aim and the organization of Chapter 2.

2.1 Review of the Literature
Provide a literature survey of the relevant constructs, methodologies and findings related to the research topic and consistent with the research objectives.

The sub-heading should start from explaining about the Dependent Variable(s), Independent Variable(s), and Mediating Variable(s) or Moderating Variable(s) that are related to the research topic.

Examples of Entries:

2.1.1 Dependent Variable
2.1.2 1st Independent Variable
2.1.3 2nd Independent Variable
2.1.4 Mediating/Moderating Variable(s)

2.2 Review of Relevant Theoretical Models
Provide a literature survey of the relevant theoretical models related to the research constructs as the foundation to develop the proposed theoretical/conceptual framework.

2.3 Proposed Theoretical/Conceptual Framework
The theoretical/conceptual framework provides the theoretical/conceptual foundation to continue with the research project and identification of the network of relationships among the important variables in the problem situation. Hence, it enables the researcher to postulate or hypothesize and examine certain relationships. The framework should be developed based on the research objectives and research questions.

According to Sekaran (2000), the components of this section are as follows:

- Identification and labeling of the relevant variables in the research.
- Discussions of the nature and directions of the relationships among the variables.
- Explanation of the rationale of the nature and directions of the theorized relationships among the variables.

2.4 Hypotheses Development
Testable hypotheses will be formulated once the relationships among the important variables have been established through logical reasoning in the theoretical/conceptual framework. The hypotheses developed should be related with previous research. Thus, the hypotheses will be tested scientifically through suitable statistical analyses in order to examine whether the theory formulated is valid or not.
2.5 Conclusion
Conclude Chapter 2 by providing a summary of the major themes addressed in the chapter without introducing new material. This section should provide a linkage to next chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction
An introductory overview of the research methodology. This chapter describes how the research is carried out in terms of research design, data collection methods, sampling design, operational definitions of constructs, measurement scales, and methods of data analysis.

3.1 Research Design
Specify whether it is a qualitative or quantitative research and justify the chosen research design (exploratory, descriptive or causal research) based upon the purpose of the research.

3.2 Data Collection Methods
The methods used to collect the primary and secondary data which will be used to answer the hypotheses and research questions are described.

3.2.1 Primary Data
- i.e. survey, observation, experimentation, etc.

3.2.2 Secondary Data
- i.e. journals, directories, articles, periodicals, etc.

3.3 Sampling Design

3.3.1 Target Population
Sampling design begins with defining the target population precisely.

3.3.2 Sampling Frame and Sampling Location
Sampling frame is the list of all the people in the appropriate population. Details on sampling frame should be included, for instance list of students from Faculty of Business and Finance. Sampling frame may not be relevant to the non-probability techniques. Sampling location is where the study being conducted.

3.3.3 Sampling Elements
Who will take part in your study? The element, usually the respondent (i.e. student, manager, firm) is identified and justified.
3.3.4 Sampling Technique
What kind of sampling procedure do you use? Justify the sampling design used, specifically how the respondents were chosen.

3.3.5 Sampling Size
Within the time and other resource constraints, for the undergraduate degree programme, a 100 to 150 sample size is recommended in a survey for quantitative research, around 5 to 10 interviews or in 5 to 10 case studies for qualitative research.

3.4 Research Instrument
What kind of measuring instruments or questionnaires do you use? Why do you choose them? Instruments and procedures used to collect data are discussed. Details of pilot studies should be included as well. How do you plan to carry out your study? What activities are involved? How long does it take?

3.5 Constructs Measurement (Scale and Operational Definitions)
The original sources and operational definitions of constructs used in questionnaire or interviews to measure the hypothesized relationships are acknowledged and described. The primary scale of measurement (nominal, ordinal, interval and ratio) used in designing the questionnaire is described in addition to the scaling techniques employed (Likert scale, Semantic differential scale, etc.).

3.6 Data Processing
A description of data preparation processes such as checking, editing, coding, transcribing, as well as specifying any special or unusual treatments of data before they are analyzed.

3.7 Data Analysis
State the computer programs used to analyze the data. Describe the major statistical techniques applied and summarize the findings of the data analysis.

3.7.1 Descriptive Analysis
3.7.2 Scale Measurement – i.e. Reliability test.
3.7.3 Inferential Analysis (students must provide rationale for the chosen statistical tests)

3.8 Conclusion
Conclude Chapter 3 by providing a summary of the major themes addressed in the chapter without introducing new material. This section should provide a linkage to next chapter.

CHAPTER 4: DATA ANALYSIS
This chapter presents the patterns of the results and analyses of the results which are relevant to the research questions and hypotheses.
4.0 Introduction
This section should provide a linkage to the main themes of the previous chapter and the outline of the aim and the organization of Chapter 4.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile
Provide an analysis of the demographic characteristics of the respondents based on frequency analysis.

4.1.2 Central Tendencies Measurement of Constructs
The use of frequency analysis would be able to generate frequency tables and charts, in which information pertaining to the frequencies of phenomena occurrence and variability of the set is provided. Furthermore, the mean of sample distribution is able to obtain from the frequency analysis performed.

4.2 Scale Measurement
This section provides the results of reliability analysis. The reliability of the instrument should be established before it is used for a substantive study as it determines the possibility for adequate testing of hypotheses.

4.3 Inferential Analyses
Inferential analysis is used to provide the generation of conclusions regarding the characteristics of the population based on the sample data (Burns and Bush, 2000). Furthermore, it aims to examine the individual variables and its relationships with other variables.

4.4 Conclusion
Conclude Chapter 4 by providing a summary of the major themes addressed in the chapter without introducing new material. This section should provide a linkage to next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction
This section should provide a linkage to the main themes of the previous chapter and the outline of the aim and the organization of Chapter 5.

5.1 Summary of Statistical Analyses
Provide a summary description of the entire descriptive and inferential analyses presented and discussed in the previous chapter.
5.2 Discussions of Major Findings
Provide discussions on major findings to validate the research objectives and hypotheses. It should include a summary of the results of hypotheses testing.

5.3 Implications of the Study

5.3.1 Managerial Implications
This section provides the practical implications for policy makers and practitioners.

5.4 Limitations of the Study
This section discusses the limitations that became apparent during the progress of the research. This section should end with a sentence stating that the limitations are acknowledged but they do not detract from the significance of findings but merely provide platforms for future research.

5.5 Recommendations for Future Research
Future research could refer to both topic and methodology.

5.6 Conclusion
Provide an overall conclusion of the entire research project in line with the research objectives set. This section should provide a linkage to next chapter.

The END MATERIALS include the following in this sequence:

Endnotes (if any)

Endnotes, rather than footnotes, should be used. Endnotes section is placed after the concluding paragraphs in the last chapter. The word “Endnotes” should be centered and underlined. Typeface to be used in Times New Roman and the font size is 12. Entries should be single-spaced, and double-spaced between entries. Continue your endnotes after conclusion on the same page.

References

The referencing format for this research report is adapted from the American Psychological Association (APA) style. See Appendix O for samples of referencing various sources of information. Start your references on a new page.

Note: Do not number the entries of the references.

Appendices

All appendices should be listed on a separate page after the reference section. Materials included in the appendices must be reproduced so that numbering can be done
consecutively and continuously. Appendix U provides a sample of list of appendices. The heading should be centralized in 12-point font and in Times New Roman.

Documents such as the survey questionnaire (including the survey cover letter and certification letter from UTAR), must be attached as appendices to your research report. **Note:** DO NOT include the Research Project Proposal Form or the Record of Meeting with Supervisor Form in your appendices.

**Reminder:**
The last paragraph of any page should be comprised of at least two (2) lines of text. If the last paragraph of a page has to be continued on the next page, there must be at least two (2) lines of the text appearing on the next page.

Any heading appearing near the bottom of a page should be followed by at least two (2) lines of text. If this is not possible, the heading and the line should be continued on the next page.

### 6.0 SPECIFICATIONS FOR ORAL PRESENTATION

**Objective**

The Oral Presentation serves as a quality assurance (QA) mechanism to assess the research project embodied by the students’ own research. It aims to examine the candidates’ general comprehension of the field of study within which the subject of the research project falls. It will also test the candidates’ acquaintance with the general literature of their research. Besides this, it also aims to evaluate individual student’s effort or contributions towards the project.

**Panel of Examiners**

A panel of two (2) examiners will be assigned by the Research Project Coordinator.

**Oral Presentation**

The oral presentation and Q&A session will be limited to 30 minutes. The Oral Presentation to be held on a face-to-face basis, with all concerned present in the same room, at the same time.

Students are required to submit TWO (2) copies of presentation slides handouts to the panel of examiners. Each page of the handout should consist of FOUR (4) slides.

Students are required to fill in TWO (2) copies of Research Project Assessment Form – Oral Presentation and present them to the examiner panel before the presentation.
Visual Aids (Content and length)

Students are required to prepare a **maximum 20 PowerPoint slides.**

Softcopy (CD form)

Students are required to prepare **ONE (1) CD of their PowerPoint slides** to be given to their respective supervisor on the day of presentation.

Grooming and Appropriate Attire

All presenters must dress in professional attire.

Male: Tie, long pants, long sleeve shirt and shoes.

Female: Skirt or pants and blouse.

Date, Time and Venue

The date, time and venue for the oral presentation will be announced by the Research Project Coordinator.

7.0 REFERENCING

As mentioned above, the referencing format for this research report is adapted from the American Psychological Association (APA) style. The following items show how various sources of information are referenced in the research report.

1. Journal article with volume and issue numbers. The journal title, volume number and issue number should be in italic.


2. Book, two authors.


4. Brochure with corporate author.


*Note:* when the author and publisher are identical, use the word “Author” as the name of the publisher.

5. Brochure with a writer.


6. Newspaper article, one author.


7. Newspaper article, no author:


8. Company annual report:


9. Magazine article:


11. Edited book:

12. Book, no author or editor:


13. Research Project or thesis:


14. Unpublished paper presented at a meeting or conference:


15. Proceedings published regularly:


16. Unpublished manuscript:


17. Article from a printed magazine, reproduced online:


Note: Do not end a path statement with a period, because any stray punctuation in a path will hinder retrieval.

18. Article from an online magazine, no author listed:

19. Article from an online newspaper:


20. Article from a printed journal, reproduced online:

Many articles online are the exact duplicates of their print versions. If the electronic form is identical to the printed version, add within brackets “Electronic version.” This allows you to omit the URL.


Add the URL and date of access if page numbers are not indicated. For example:


21. Information or article from a Web site:


22. Information or article from a Web site with no author:


23. Online information or article from a Web site with no author and no copyright or publication date:


Notes:
(a) The APA style recommends listing only those works actually cited in the text, so you should not include works for background or for further reading in the references.

(b) DO NOT number the entries in the Reference section. All entries must be made in alphabetical order.

(c) References by the same author (or by the same two or more authors in the same order) with the same publication year are arranged alphabetically by the title (excluding A or The) that follows the date. Lowercase letters—a, b, c, and so on—are placed immediately after the year, within the parentheses.

Examples of Reference Entry:


Kaufman, J. R. (2001b). The roles of …

(d) For Malay names:

i. Enter a Malay name under the first element of his/her name unless it is known that he/she treats another element of his/her name as a surname. In that case, enter under the surname. For example, Sopiee is the surname and Norda is the given name,

   Sopiee, N.

ii. If an abbreviation is used for a word denoting filial relationship, i.e., b. for bin, bt. for binti, follow the referencing style as above. For example, to reference Ali bin Abdullah and Nawah binti Ahmad,

   Abdullah, A.      Ahmad, N.

iii. If a name does not have the word denoting filial relationship and you do not know which one is the surname, enter the name as found. For example,
Ismail Hussien

iv. Ignore the given title of honour, rank, or position. For example, to reference Haji Abdul Majid and Dato’ Sopiee Norダ,

Abdul Majid  (If you don’t know which one is the surname.)
Sopiee, N.   (If Sopiee is the surname.)

v. If the title of honour, rank, or position is hereditary, enter by the title first and followed by the names found. For example, Ungku, Syed, Nik, and Wan.

Ungku Abdul Aziz   Enter as Ungku Abdul Aziz if there is no surname or if you don’t know which one is the surname.
Syed Hassan Ali     Enter as Ali, S. H. if Ali is the surname.
Nik Safiah Nik Karim Enter as Nik Karim, N. S. if Nik Karim is the surname.
Wan Ahmad Abdullah  Enter as Abdullah, W. A, if Abdullah is the surname.

(e) For **Chinese names**, 

i. Enter the surname first. For example, Wong Mei Mei,

   Wong, M. M.

ii. If a name contains both Chinese and non-Chinese given names, enter the initial of non-Chinese given name before that of the Chinese given name. For example, Johnny Chin Kai Wai and Thomas Lee Ah Beng,

   Chin, J. K. W.
   Lee, T. A. B.

(f) For **Indian names**, 

i. If the name appears as Subramaniam Periasamy and Periasamy is the surname or family, enter as follows:

   Periasamy, S.

ii. If the name appears as Subramaniam P., enter the same as follows:

   Subramaniam P.

iii. If the name appears as S. Periasamy, enter the same as follows:

   S. Periasamy
8.0 CITATION IN THE TEXT

1. **Personal communications** such as interviews, telephone conversations, e-mails, group discussion, messages from bulletin boards (electronic or white board), letters, and memos would not be listed in the reference list at all. Such citations would appear in the text only. Provide the date of the personal communication as exact as possible. For example:

   Increasing the role of cable companies in the industry is high on the list of the company, Day Cable and Communications (Georgia Stainer, personal communication, March 2, 1999).

2. When a work has **more than two authors**, cite all authors the first time the reference occurs in the text. In subsequent citations, include only the surname of the first author followed by “et al.” (insert a period after “al”) and the year. For example,

   First citation in the text:

   Williams, Smith, Bradner, and Rosen (2000) found that …

   Subsequent citations in the text:

   According to Williams et al. (2000) …

3. For any work with **no author name** (such as online article, newspaper, or magazine article, or a chapter), cite it in the text with the first two or three words from the title and the year of publication. Use double quotation marks around the title and capitalize the first letter of each word. For example,

   … (“Buying Asian Supplies,” 1997)

4. For works with **corporate authors**, the names of the corporate authors are usually spelled out each time they appear in a text citation. However, some corporate author names can be spelled out in full when it is first cited and then abbreviated thereafter. For example,

   Cited in full for all citations in the text:
   … (University of Michigan, 2003)

   First citation in the text:
   … (National Institute of Mental Health [NIMH], 2001)

   Subsequent text citation:
   … (NIMH, 2001)
5. To cite a specific part of a source as a **direct quotation**, indicate the page number of the source and abbreviate the word page (p.), in addition to the author’s name and year. For example, “……” (Cheek & Burn, 2004, p. 332)

6. To cite **two or more works within the same parentheses**,

   i. If the works are of the same authors in the same order, arrange them by the year of publication.

   ii. If the works are of different authors, arrange them in alphabetical order and separate them by semicolons. For example:

        … (Edeline and Wrangler, 1995, 1998)

        … (Balda, 1999; Kamar, 1996; Pepper & Jones, 2000)

7. For citation of a work discussed in a **secondary source**, you would give the secondary source in the reference list, and give a citation for the secondary source in the text. For example, if McClelland’s work is cited in Coltheart’s study and you did not read the work by McClelland, list the Coltheart’s reference in the References. In the text, use such citation as:

        McClelland’s study (as cited in Coltheart, 1993) suggests that …

**Note:** Refer to the official web site of APA for more information.  
[http://www.apastyle.org](http://www.apastyle.org)

**Language Explained:**

CITING means formally recognizing, within your text, the resources from which you have obtained information.

REFERENCE is the detailed description of the items from which you have obtained your information and cited in the text.

**9.0 EXPECTATIONS AND RELATIONSHIPS BETWEEN THE STUDENTS AND SUPERVISORS**

This section outlines the reasonable expectations as well as the relationship between the students and supervisors. Both parties should respect each other’s rights Note that the major responsibilities rest with the students undertaking the research project. Failure to meet these responsibilities may have an adverse impact on the successful completion of the research project and thus the final grade.
Students’ Expectations

Supervisors are expected to:
1. Treat the students with respect.
2. Support the research study done by the students, but always recognize that the research belongs to the students.
3. Give the best and sincere advice in assisting the students to achieve their objectives.
4. Conduct meetings with the group members.
5. Provide the same level of support and attention to every group of students under supervision.
6. Respond to any communication initiated by the students (as a group).
7. Inform the students of any expected absence and make necessary arrangement for alternative to supervision during that period.
8. Agree to meet more than the minimum requirement of six (6) times if it is needed.
9. Be well prepared for the meetings to facilitate efficient discussion.
10. Evaluate the outline of the research report.
11. Assess the students’ research report fairly and objectively.

Supervisors are NOT expected to:
1. Be an English teacher to correct the grammar of the written report.
2. Read drafts of the research report and make corrections.
3. Do the data analysis on behalf of the students.

Supervisors’ Expectations

Students are expected to:
1. Treat the supervisors with respect.
2. Take responsibility for own research. It does not belong to the supervisor.
3. Read thoroughly and comply with the research project guidelines provided.
4. Undertake all readings as advised.
5. Attend and be fully prepared for all pre-arranged meetings.
6. Be present for all meetings with the supervisor.
7. Report on their progress at each meeting.
8. Provide explanation for absenteeism, if any.
9. Contact the supervisors only on substantive issues, after having exhausted other legitimate avenues to rectify their query.
10. Recognize that the supervisors’ support primarily concern the process, i.e., how the research project is being undertaken, rather than the detailed contents of the research report.
11. Prepare the research report with reasonably good writing skills.

Students are NOT expected to:
1. Request the supervisor to read or write anything on behalf of them.
2. Request the supervisor to do data analysis.
3. Ask whether they will pass their research projects.
Contact with Supervisor

Once a supervisor is assigned, it is the students’ responsibility to make and continue regular appointments with the supervisor. Students are informed of their supervisors through their Research Project Coordinator. It is vital for students to maintain progressive contact with the supervisor. This helps to ensure that the supervisor is made aware of the students’ progress and the sources of their materials as the research project develops.

Students must keep a record of their contacts with their supervisor by completing the ‘Record of Meeting with Supervisor’ Form (Appendix B) & ‘Research Project Progress Report’ Form (Appendix Q).

Student-Supervisor Relationships

While every effort will be made to provide effective supervision to the students, there may be occasions that the students are not receiving the expected level of supervision as stated in the guidelines. The students are strongly encouraged to bring up issues of concern to their respective supervisors. In the event that the problems cannot be settled amicably, the students should bring up the matter to the Research Project Coordinator.

The same procedure equally applies to the supervisors who feel that the level of effort from the students is not up to their expectations. The supervisors are advised to settle the problems with their respective groups of students. In the event that the problems cannot be settled amicably with the students, the supervisors should raise the issues of concern with the Research Project Coordinator.

The Research Project Coordinator will try to settle the issues between the students and supervisors with whatever actions deemed appropriate. In the event that the case cannot be settled at this level, the Research Project Coordinator will raise the issue at the Faculty. An official meeting may be held to address the issue.

10.0 THE ROLE OF THE RESEARCH PROJECT COORDINATOR AND EXAMINERS

The Role of the Research Project Coordinator

The Research Project Coordinator will take on such roles as:

1. Administrator – take care of all relevant paperwork.
2. Resource allocator – assign Project Supervisors to respective groups of students.
3. Disseminator – provide both students and Project Supervisors with all necessary information to carry out the supervision process successfully.
4. Spokesperson – will speak on behalf of the Department of Marketing during briefing sessions.
5. Monitor – send out reminders whenever it is necessary to ensure that the work is progressing to meet deadlines.
6. Liaison – liaise with the Faculty on behalf of the Project Supervisors or students regarding any issues of concern.
7. Negotiator – work with any relevant parties to reach an agreement when there is a conflict of interests.
8. Disturbance handler – take corrective actions to deal with any problem or dispute that may arise.

The Role of the Examiners

The role of the panel of examiners is to mark and evaluate the allocated research projects in accordance to the assessment criteria stated in this guidelines.

11.0 STUDENTS’ SAFETY WHILE CONDUCTING FIELDWORK FOR RESEARCH

You are reminded that it is utmost important to consider your own personal safety when conducting research in the field. You will be exposing yourself in new situations and meeting with people who are unknown to you. It is important that you are aware of potential dangers and take the necessary safety steps. You have to be careful and cautious if you are going to interview or conduct survey with small, unknown organizations, or individuals 'on site'.

You should ensure you have the full details (full name, job title, organization name, address, and telephone number) of anyone or organization you intend to conduct the field research. You should establish the credibility of these respondents before you visit them. The field research should be done in groups, not alone. Leave words with your fellow classmates or housemates about your field visit (give them the details such as the venue, contact number, the name of the person you are interviewing or conducting survey with, the expected time of return, etc). The fieldwork should be done during office hours only.

Please note that you are doing the fieldwork AT YOUR OWN RISK. “AT YOUR OWN RISK” means that UTAR, its staff members, officers, lecturers, and any other personnel will in no way be responsible for any physical harm, injury, death, loss to any personal property, or any other loss whatsoever incurred to the student(s) or to any other person(s) accompanying them.

Procedure for Obtaining Permission to Conduct Fieldwork

You need to get a certification letter from the Faculty if you decide to do a field research study. The letter is to certify that you are the student of UTAR. The procedure is as follows:
1. Students are required to complete a fieldwork request form entitled “Application for Certification Letter” which can be obtained from the Faculty. See Appendix P for the Application for Certification Letter form.

2. The students will bring the completed form to their respective supervisors to sign.

3. The application form will then be submitted to the officer-in-charge at the faculty office, and the officer will prepare the authorization letter for the designated authority to sign.

4. The students will start the fieldwork upon receiving the signed authorization letter.

12.0 RESEARCH ETHICS

Ethical research practice requires you to avoid the following misconducts in scholarly research as maintaining research integrity is the foundation for the academic search for knowledge.

1. Plagiarism (Please refer to Section 13.0 for further details)
   Failure to acknowledge the work of others by using proper citations and did not obtain written permission to use copyrighted material.

2. Fabrication
   Creation of fictitious research results and then presenting it as factual information.

3. Falsification
   Alteration of research results by misrepresentation or selective reporting of findings.

Guideline for Research Ethics

This guideline prescribes standards of responsible and ethical conduct expected of all students engaged in the Undergraduate Research Project based upon the following guiding principles:

(a) The Undergraduate Research Project should be an original investigation undertaken in order to gain knowledge and understanding.

(b) Students should, in all aspects of their research -
   i. demonstrate integrity and professionalism;
   ii. observe fairness and equity;
   iii. demonstrate intellectual honesty;
   iv. effectively and transparently manage conflicts of interest or potential conflicts of interest; and
   v. ensure the safety and well being of those associated with the research.
(c) Conduct of field survey:
   i. The questionnaire is designed to be anonymous and participation is on voluntary basis
   ii. No reward will be offered to the participants and they can withdraw at any time without being disadvantaged in any possible ways.
   iii. Individual consent of access is implied by the completion and return of the questionnaire.
   iv. Potential participants will be informed to take 10-15 minutes to complete the questionnaire (for survey).
   v. There shall be no personal sensitive questions asked except those general descriptive characteristics such as gender, age group and highest qualification obtained.
   vi. No unique identifiable data is being collected from the individuals so that possible invasion of privacy to the participants is minimal.
   vii. All information collected from the participants will be handled in strict confidentiality.
   viii. At no time will any individual be identified in the research project resulting from their study.

13.0 **PLAGIARISM**

Plagiarism is defined as the submission or presentation of work, in any form, which is not one's own, without acknowledgement of the sources. If a student obtains information or ideas from an outside source, that source must be acknowledged. Another rule to follow is that any direct quotation must be placed in quotation marks, and the source immediately cited. However, EXCESSIVE USE OF DIRECT QUOTES IS NOT ACCEPTABLE AT ALL!

Plagiarism is also defined as copying all or part of the work of another student(s) of the current or previous batch of this University, or of another institution of higher learning.

The University's degree and other academic awards are given in recognition of the candidates’ personal achievement. Plagiarism is therefore considered an act of academic fraudulence and an offence against the University's discipline. Cheating, plagiarism, illicit collaboration, and misrepresentation of one's work will not be tolerated.

14.0 **RETENTION OF WORKING PAPERS**

The working documents (e.g. notes, photocopies of articles used, etc) used for the research project must be retained by the students until formally notified of their results or degree.

Students are required to keep their working papers so that if called for they can be produced. Any photocopies of library material such as journals or articles etc should also
be kept. If the research project includes calculations, the working papers for those would be expected. This includes survey or results of questionnaires done.

Failure to produce working papers when requested by the University to do so constitutes an Academic Irregularity which may adversely affect the awarding of the students’ degree. If it is not possible to establish, by inspection of the working papers, the sources of material in the research project, the award of the degree will be delayed until the matter is resolved.

DIRECTORY

Appendix A – Research Project Proposal Form
Appendix B – Record of Meeting with Supervisor
Appendix C – Research Project Submission Form
Appendix D – Research Project Assessment Form - Report
Appendix E – Research Project Assessment Form – Oral Presentation
Appendix F – Cover Page
Appendix G – Sample of Spine
Appendix H – Title Page
Appendix I – Sample of Table and Figure
Appendix J – Copyright Page
Appendix K – Declaration
Appendix L – Table of Contents
Appendix M – List of Tables
Appendix N – List of Figures
Appendix O – References
Appendix P – Application for Certification Letter
Appendix Q – Research Project Progress Report Form
Appendix R – List of Abbreviations
Appendix S – Undergraduate Research Project Flow Chart of Milestones

Appendix T – Spacing and Font Size for Heading within text

Appendix U – List of Appendices
Research Project Proposal Form

Supervisor Assigned: _______________________          Group No: ________________

Name of Student:   Student ID & Contact Information:
(E-mail address and hand phone number)

1. _________________________ ______________________
2. _________________________ ______________________
3. _________________________ ______________________
4. _________________________ ______________________
5. _________________________ ______________________

Proposed international business - related research topic:
________________________________________________________________________
________________________________________________________________________

A brief description of the intended field of investigation:
(e.g., what concepts and research methods are likely to be involved.)
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Received by:                  Date:
Research Project Coordinator’s Name: _________________   _________________
Research Project Coordinator’s Signature: ________________
Record of Meeting with Supervisor

Meeting No: ________________________ Group No: __________________

Research Project Title:

________________________________________________________________________
________________________________________________________________________

Members present: 

_________________________________  ______________________________
_________________________________  ________________ ______________
_________________________________  ________________ ______________
_________________________________  ________________ ______________
_________________________________  ________________ ______________

Members absent:

________________________________________________________________________
________________________________________________________________________

Date of the meeting: ________________

Issues discussed during the meeting:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Group Leader’s Name:    Supervisor’s Name:

_________________________________  ______________________________

Group Leader’s Signature:    Supervisor’s Signature:
## Research Project Submission Form

Group No: __________________________

### Research Project Title:

<table>
<thead>
<tr>
<th>Name of Student</th>
<th>Student ID</th>
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### Contact Information:

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<td>1. __________________</td>
<td>(h/p): __________________</td>
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<td>2. __________________</td>
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<td>4. __________________</td>
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<td>5. __________________</td>
<td>(h/p): __________________</td>
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</table>

We hereby declare that we have submitted our research project with the above title to the supervisor of the unit **two (2) sets of hardcopies and two (2) softcopies in CD.**

<table>
<thead>
<tr>
<th>Group Leader’s Name &amp; signature</th>
<th>Research Project Coordinator’s Name &amp; signature</th>
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<tr>
<td>Date : _________________________</td>
<td>Date : _________________________</td>
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Undergraduate Research Project  Page 39 of 62  Faculty of Accountancy and Management
Research Project Assessment Form - Report

Group No: ________________

Project Title: _____________________________________________________________
________________________________________________________________________

Name of Student:      Student ID:

<table>
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<th>Assessment Criteria:</th>
<th>Maximum Mark</th>
<th>Awarded Mark</th>
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<tr>
<td>1</td>
<td>Introduction</td>
<td>20%</td>
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<td></td>
<td>- Background of the study (5%)</td>
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<td>- Problem definition / Research Problem (5%)</td>
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<td>- Objective(s) of the study (5%)</td>
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<td>- Significance of the study (5%)</td>
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<td>2</td>
<td>Literature Review</td>
<td>15%</td>
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<td></td>
<td>- Review of theoretical / empirical model / conceptual framework (10%)</td>
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<td></td>
<td>- Hypotheses / propositions development (5%)</td>
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<td>3</td>
<td>Research Method</td>
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<td>- Data collection / sources (5%)</td>
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<td>- Research instruments / techniques (5%)</td>
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<td>- Theoretical / empirical model / conceptual framework (10%)</td>
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<tr>
<td>4</td>
<td>Results and Interpretation</td>
<td>20%</td>
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<tr>
<td></td>
<td>- Presentation of results (tables, figures, etc) (5%)</td>
<td></td>
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<tr>
<td></td>
<td>- Interpretation on major findings (15%)</td>
<td></td>
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</table>
5. Conclusion and Policy Implications 15%
   - Summary (5%)  _____________
   - Discussion and conclusion (5%)  _____________
   - Limitation and recommendation (5%)  _____________

6. Overall Presentation of the Report 10%
   - Referencing (5%)  _____________
   - Writing skills (5%)  _____________

Total 100%  _____________

*Final Mark = This will be converted based on individual programme’s requirements

1st Examiner / 2nd Examiner **

Remarks:
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Name: ____________________       Date:___________

Signature: ____________________

* The total marks for the written research project would be either forty (40) or eighty (80) depending on the programme. Kindly convert the total marks appropriately

** Delete whichever not applicable.
Research Project Assessment Form – Oral Presentation

Group No: ____________________

Project Title: _____________________________________________________________

Name of Student:    Student ID:    Marks

1. ____________________________ _______________________  _____
2. ____________________________ ___________________ ____  _____
3. ____________________________ ___________________ ____  _____
4. ____________________________ ___________________ ____  _____
5. ____________________________ ___________________ ____  _____

Date:  _______________________________

Time:  _______________________________

Venue: ______________________________

1st Examiner/2nd Examiner*:  ___________________ (Name) _____________ (Signature)

* Delete whichever not applicable.
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<th>Marks Awarded (%)</th>
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<td>Contents</td>
<td>▪ Appropriate length and level of detail</td>
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<td></td>
<td>▪ On work done:-</td>
<td></td>
<td></td>
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<td></td>
<td>--- identified relevant topics</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>--- relates them to appropriate conceptual materials</td>
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<td></td>
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<td>Knowledge of Content</td>
<td>▪ Depth and completeness of the subject/area</td>
<td>5</td>
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<td></td>
<td>▪ Opening statement &amp; outline</td>
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<td>▪ Introduction &amp; supporting details</td>
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<td>▪ Discussion and conclusion</td>
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<td>Confidence &amp; Attention Holding</td>
<td>▪ Presenter’s confidence during the delivery of their presentation</td>
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<tr>
<td></td>
<td>▪ Ability to hold audience’s attention</td>
<td>5</td>
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</tr>
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<td>Delivery (Verbal)</td>
<td>▪ Appropriate choice of words for audience, proper use of jargon, correct grammar, minimal, good vocal variety, proper pace, clarity and able to link points clearly</td>
<td>5</td>
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<td>Body Language (Non-verbal)</td>
<td>▪ Eye contact, poise and appropriate physical gestures vs. unnecessary and nervous movements</td>
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<tr>
<td>Visual Aids</td>
<td>▪ Legible, simple, clear and appropriate visual aids used, good graphics</td>
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</tr>
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<td></td>
<td>▪ Handling of visual aids</td>
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<tr>
<td>Ability to Answer Questions</td>
<td>▪ Appropriate and relevant answers to questions posed</td>
<td>10</td>
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<td></td>
<td>▪ Clear and concise</td>
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<td>Final mark**</td>
<td>This will be a converted mark reflecting the requirements of individual programmes</td>
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Examiner:

** The total marks for this Oral Presentation is twenty (20). Kindly convert the total marks appropriately.
MEASURING SERVICE QUALITY IN A HOSPITAL COLPOSCOPY CLINIC

CARMEN LOO
MICHELLE LIM HOOI LING
NG TEIK GUAN
SIEW LEE LEE (names in alphabetical order)
TIEW LEE LEE

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2008 (the month & year of research project submission)
SAMPLE

One name from each candidate
Typeface: Arial
Font Size: 14

Key words of the research project title
Typeface: Arial
Font Size: 14

Month and year of submission date
Typeface: Arial
Font Size: 14

Degree awarded
Typeface: Arial
Font Size: 14

LOO, LIM, NG, & SIEW
SERVICE QUALITY
BIN (HONS)
DECEMBER 2006

20 mm from the end of spine
APPENDIX H

MEASURING SERVICE QUALITY IN A HOSPITAL COLPOSCOPY CLINIC

BY

CARMEN LOO
MICHELLE LIM HOOI LING
NG TEIK GUAN
SIEW LEE LEE (names in alphabetical order)

A research project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2008 (the month & year of research project submission)
SAMPLE

(Appendix I)

Sample of Table and Figure

Table 1.1: Largest Category Specialists

<table>
<thead>
<tr>
<th></th>
<th>Sales (millions)</th>
<th>Earnings (millions)</th>
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<tbody>
<tr>
<td>Best Buy</td>
<td>15,327</td>
<td>395</td>
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<td>Office Depot</td>
<td>12,455</td>
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<td>Toys “r” Us</td>
<td>11,322</td>
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<tr>
<td>Barnes and Noble</td>
<td>4,200</td>
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<tr>
<td>Home Depot</td>
<td>3,123</td>
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Table 4.1: Reliability Test

<table>
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<tr>
<th>Construct</th>
<th>Cronbach’s Alpha</th>
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<tr>
<td>Satisfaction</td>
<td>0.85</td>
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<tr>
<td>Loyalty</td>
<td>0.74</td>
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<tr>
<td>Service quality</td>
<td>0.76</td>
</tr>
</tbody>
</table>

Source: Developed for the research

Figure 1.2: Factors Contributing to Teenage Violence

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is _______________________.

Name of Student:   Student ID:   Signature:
1. __________________________ __________________ __ ________________
2. __________________________ __________________ __ ________________
3. __________________________ __________________ __ ________________
4. __________________________ __________________ __ ________________
5. __________________________ __________________ __ ________________

Date: ________________
TABLE OF CONTENTS (in 12-point font)

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<td>Table of Contents</td>
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LIST OF TABLES (in 12-point font)

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<td>Table 4.3: Reliability Test</td>
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LIST OF FIGURES (in 12-point font)

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<th>Description</th>
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<td>Figure 1.1: The Banking System</td>
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<td>Figure 2.1: Proposed Conceptual Framework</td>
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REFERENCES (in 12-point font)


APPLICATION FOR CERTIFICATION LETTER

TO BE COMPLETED BY STUDENT APPLICANTS

Name of Student: ___________________________  Student ID: ___________________________

1. ___________________________  ___________________________
2. ___________________________  ___________________________
3. ___________________________  ___________________________
4. ___________________________  ___________________________
5. ___________________________  ___________________________

Course: ___________________________  Academic Year: 200 ___ /200 ___

Year of Study: 1 / 2 / 3 *  Trimester: 1/ 2 / 3 * (*Please circle the appropriate number)

Unit code and subject name: _______________________________________________________

Name of supervisor: ____________________________________________________________

Research topic or title: __________________________________________________________

Provide the following details to be included in the certification letter.

Name of the company: __________________________________________________________

Name of the contact person: _____________________________________________________

Designation of the contact person: _______________________________________________

Address: _________________________________________________________________

Office Telephone: ____________________  Mobile Phone: _______________________

Group Leader’s Name & Signature:

_______________________      _______________________       ___________________
Name                      Signature                                    Date
TO BE COMPLETED BY RESEARCH PROJECT
SUPERVISOR

This is to certify that I am the supervisor of the group of students of the research project stated above, and that I have reviewed the students’ research study (including the survey questionnaire, if any) to be conducted.

Name: _____________________________________________________________

Faculty: ___________________________________________________________

Department: _________________________________________________________

Signature: ______________________________

Date: ______________________________

FOR OFFICE USE ONLY

<table>
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<th>Action taken: ( )</th>
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LIST OF ABBREVIATIONS  (in 12-point font)

AGFI  Adjusted goodness-of-fit index
BNM  Bank Negara Malaysia
SEM  Structural Equation Modelling
SPSS  Statistical Package for Social Science
Undergraduate Research Project Flow Chart of Milestones

Attend the Research Project Briefing by The Chairperson during Week 1 of the Year 3 Semester 1

↓

Fill in & submit “Research Project Proposal” Form (see Appendix A) by Week 3 of the Year 3 Semester 1
[submit to Research Project Coordinator]

↓

Announcement of Designated Supervisor
[will be notified by Research Project Coordinator]

↓

Fill in “Record of Meeting with Supervisor” Form (see Appendix B) at the end of each meeting
* Students are required to meet their respective supervisors at least 6 times inclusive of minimum 3 meetings in Year 3 Semester 1 (1st 14 weeks)
[submit to Research Project Coordinator]

↓

Research Project Submission
Submission of hard cover Research Project Reports - 2 copies
CD of the Research Project Reports - 2 copies
Fill in “Research Project Submission” Form (see Appendix C)
Fill in the top portion of “Research Project Assessment” Form (see Appendix D)
Fill in “Research Project Progress Report” Form (see Appendix Q)
[submit to Research Project Coordinator]

↓

Oral Presentation
Submission of hard copy PowerPoint - 2 copies
Fill in the top portion of “Research Project Assessment Form”-Oral Presentation (see Appendix E) - 2 copies
CHAPTER 3: METHODOLOGY (in 16-point font)

3.0 Introduction (in 16-point font)

An introductory overview of the research methodology.

3.1 Research Design (in 16-point font)

Specify whether it is a qualitative or quantitative research and justify the chosen research design (exploratory, descriptive or causal research) based upon the purpose of the research.

A good research design ensures that the information collected will be relevant and useful to conduct marketing research project more effectively and efficiently.

3.2 Data Collection Methods (in 16-point font)

The methods used to collect the primary and secondary data which will be used to answer the hypotheses and research questions are described.

3.2.1 Primary Data (in 14-point font)

Survey, observation, experimentation, etc.
3.2.1.1 Survey (in 12-point font)
} (1.5 spacing)
Explanation of what is survey.
### LIST OF APPENDICES (in 12-point font)

<table>
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<th>Appendix</th>
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<td>Trend of Malaysia Population</td>
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<td>Factors Affecting Customer Satisfaction</td>
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<td>Customer Satisfaction and Employee Satisfaction</td>
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<td>Multiple Ways of Conducting Research</td>
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<td>Multiple Regression Analysis</td>
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This undergraduate research project guideline is:

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<th>Moderated by:</th>
<th>Reviewed by:</th>
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<tr>
<td>Research Project Coordinator</td>
<td>Moderator</td>
<td>Course Coordinator</td>
<td>Head of Department</td>
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Date: ____________________  Date: ____________________  Date: ____________________  Date: ____________________

**Note:**

*The guidelines stated in this manual are subject to change by the Faculty. Students shall be notified in advance of any changes.*