

CUEA – PROJECT/THESIS/DISSERTATION FORMAT

1.0 General guidelines

- A. **Paper:** 8.27" x 11.69", portrait (vertical) orientation (A4 paper). The thesis must be printed on good quality white paper (20-40 lb. bond) **on one side of the paper only**. Photographs and other special figures or tables may be printed on photographic quality paper.
- B. **Margins:** Left-hand margins should be 1.5" wide, to facilitate binding. Right margin should be defined at 1". Right-justification is not necessary.
- C. **Font:** For the main body of the text, a standard, easily legible, 12-point font is preferred. The font style should be Times New Roman. Chapter titles and section (sub) headings may be in a different style and should stand out clearly from the text. Text styles and title/(sub)heading styles should be consistent throughout the thesis. It is preferred that you use the Microsoft word program when you prepare your table of contents to avoid errors and to maintain font style consistency. The thesis must be printed in black ink; printing should be laser printer.
- D. **Page number:** All pages must be numbered in sequence.
- E. **Line spacing:** 2 for text.
- F. **Order of Items:** The following order of items is required.

F.1 Preliminary Pages

Cover Page (**required**)

Title Page (**required**)

Declaration Page (**required**)

Abstract (**required**)

Acknowledgements

Table of Contents (**required**)

List of Tables (if applicable)

List of Figures (if applicable)

Acronyms

Operational Definitions of Terms

F.2 Body of Text (**required**; organized as chapters)

Chapter One

1.0 Introduction

- 1.1 Background to the Study
- 1.2 Statement of the Problem
- 1.3 Research Objectives
- 1.4 Research Questions
- 1.5 Hypothesis (optional)
- 1.6 Significance of the Study
- 1.7 Scope and Delimitation of the Study
- 1.8 Theoretical Framework
- 1.9 Conceptual Framework

Chapter Two

2.0 Literature Review

- 2.1 Review of Theories
- 2.2 Criticism of the Theories
- 2.3 Empirical Review
- 2.4 Knowledge Gap

Chapter Three

3.0 Research Design and Methodology

- 3.1 Research Design
- 3.2 Target Population
- 3.3 Description of Research Instruments
- 3.4 Description of the Sample and Sampling Procedures
- 3.5 Description of the Data Collection Procedures
- 3.6 Description of Data Analysis Procedures

Chapter Four

4.0 Presentation, Discussion and Interpretation of Findings

- 4.1 Presentation and discussion of the Findings
- 4.2 Interpretation of the Findings

Chapter Five

5.0 Summary, Conclusions and Recommendations

- 5.1 Summary (of the Findings)
- 5.2 Conclusions (based on the Findings)
- 5.3 Recommendations (based on the Findings and Conclusions)

F.3 Endnotes (if applicable)

F.4 References (**required, APA 6th Edition**)

F.5 Appendices (if applicable, Instruments used)

2.0 Preliminary pages

A. **Page Numbers:** The page numbers in the preliminary material are to be in lower case Roman numerals, centered at the bottom of the page, except for the title page, which is not numbered.

B. **Cover Page:** This must be in standard format and should be formatted as follows:

Title

By
(Student Name)

Reg. No.:

Month, Year.

C. **Title Page:** This must be in standard format, and should be formatted as follows:

Thesis Title

By
(Student Name)

Reg. No.:

Submitted in partial fulfillment of the requirements
for the degree of Master of Business Administration (MBA) in (state area of
specialization)

Department of Graduate Business Studies
School of Business & Economics
The Catholic University of Eastern Africa

Month, Year

There is no page number written on this page, but it is considered to be page one (i). Please also note that titles should not be longer than 12 words.

D. This must be in a standard format and should be formatted as follows:

DECLARATION

I, the undersigned, declare that this thesis is my original work and that it has not been presented in any other university or institution for academic credit.

Full name (student)

Reg. Number:

Signature

Date

SUPERVISORS

This thesis has been submitted for examination with our approval as university supervisors.

Full name and title of first supervisor

Signature

Date

Full name and title of second supervisor

Signature

Date

E. **Abstract:** The thesis must contain an abstract. This should occupy a single page, and may be single-spaced, if necessary. There should be no illustrations or footnotes. The abstract should not be more than 200 words.

F. **Acknowledgements:** The content and format of this page are up to the student.

G. **Table of Contents:** The thesis must contain a complete table of contents. Individual entries (titles, headings, etc.) that extend onto more than one line should be single-spaced; line spacing of 2 should be maintained between entries. Page numbers listed in the table should be aligned at the right-hand side of the page.

G. **List of Illustrations/Figures and/or Tables** (if applicable): Individual entries (titles, captions, etc.) that extend onto more than one line should be single-spaced, but line spacing of 2 should be maintained between entries.

I. **Acronyms**

J. **Operational Definition of Terms**

3.0 Body of Text

A. **General:** The thesis should be organized as chapters, and should follow the general guidelines and order of items listed in section 1.0 (A to E).

B. **Page Numbers:** All pages must be numbered in sequence. It is normal practice for the page numbers in the main body of the text to appear in the bottom centre of the page. Page number placement should be consistent throughout the text.

C. **Line Spacing:** 2. Short sections (e.g., quotations, equations, footnotes) may require more or less than this. It is up to the student to determine the spacing regarding footnotes, quotations, etc. However, it is preferred that line spacing should be approximately 1.

D. **Chapter Titles, Headings, and Sub-headings:** All chapter titles, headings, and sub-headings must appear in the table of contents. For each level of title or heading, consistent format in font size and style, numbering or lettering, and placement should be maintained throughout the thesis text. Each chapter should begin on a new page.

E. **Reference Citations:** Format and placement of reference citations should be consistent throughout the thesis, and should conform to the APA scholarly style (refer to “guidelines to writing proposals” document given to you earlier). All cited references must be listed at the end of the thesis.

F. **Footnotes and Endnotes:** Footnotes may be placed at the bottom of the page, at the end of each chapter, or at the end of the thesis (endnotes), as long as placement and formatting are consistent throughout the thesis. The font size of the footnotes and endnotes should be at least 10 points.

4.0 Endnotes and References

- A. **General:** The thesis must contain a complete reference list or bibliography, citing all the literature and other sources referred to in the thesis, including websites.
- B. **Placement:** Endnotes, if used, are placed first. The references may go either before or after appendices or other supplementary material. References cited in the appendices should appear in the references.
- C. **Pagination:** Pages should be numbered in sequence with the rest of the thesis.
- D. **Line Spacing:** Individual entries may be single-spaced; spacing between entries should be 2 lines.
- E. **Font Size:** Font size for both endnotes and cited references should be consistent with the rest of the thesis text. Other details of format (italics, punctuation, etc.) should be done according to the APA style (see “guidelines to writing proposals” document).

5.0 Figures and Tables

- A. **Page Setup:** Figures, tables, and captions may be embedded in the text or appear on separate pages as appropriate. Landscape or portrait orientation is acceptable, although the page itself must appear in portrait (vertical) orientation. Margin width and page number placement should be consistent with the rest of text.
- B. **Numbering:** All figures and tables are to be listed at the beginning of the thesis (see section G) except those appearing in the appendices.

6.0 Appendices and other supplementary materials

Appendices may include data tables, analytical procedures, survey forms, or any other supplementary material. Copyright permission may be included in appropriate cases. It is up to the supervisor to decide if copyright permission is required or not.