

**GUIDE  
TO THE WRITING OF  
FINAL YEAR  
ACADEMIC PROJECT PAPER**

**BACHELOR OF BUSINESS ADMINISTRATION**

**FACULTY OF  
ECONOMICS AND MANAGEMENT  
UNIVERSITI PUTRA MALAYSIA**

## **PREFACE**

This document is prepared as a guideline for the writing of the Final Year Project Proposal and Project Paper for the Final Year Academic Project Paper course (MGM 4999) of the Bachelor of Business Administration program (BBA). Starting from First Semester 2011/2012, the Final Year Project Proposal must be prepared by the BBA students on the seventh / second last semester of the study in the Business and Administration Research Methodology course (MGM4105). At this stage, student is subject to his/her MGM4105 lecturer and supervisor. The Project Paper that must be prepared on the eighth / final semester of the study is under the sole supervision of the student's supervisor.

There are two types of Project Paper writings to be covered in this guideline, namely the normal and article types. Therefore, it is hoped that students and supervisors would give attention to and write according to this guideline. Please take note that the assessment of this course is not based merely upon the writing of the project paper. Other aspects relating to the student's commitment are also assessed by the supervisor.

**Responsibilities of Supervisor include:**

- a. Giving guidance on the project paper to be undertaken, standard expected, planning of the research, literature and sources, and problem of plagiarism;
- b. Maintaining contact through regular meetings with the student;
- c. Being accessible to the student at other appropriate times when the student needs advice;
- d. Requesting written draft as appropriate, and returning such draft with constructive criticism within reasonable time; and
- e. Ensuring that the student is made aware of the inadequacy of progress or standard of work that is below expected standard.

**Responsibilities of Supervisee include:**

- a. Discussing with the supervisor a schedule of meeting to be agreed upon by both parties;
- b. Taking initiative in raising problems or difficulties;
- c. Maintaining progress of work in accordance with the stages jointly agreed with the supervisor (Gantt Chart);
- d. Preparing Project Proposal and Project Paper according to academic standard; and
- e. Submitting Project Proposal and Project Paper according to the date prescribed by the Department.

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PU/PS/BR30/AJR Form  
PU/PS/BR38/AJR Form

# CHAPTER 1

## GENERAL REQUIREMENTS OF A PROJECT PAPER

### 1.1 Introduction

This guideline is meant to assist students in preparing their final year Project Proposal, and the normal and article type Project Paper. Please refer to the supervisor to ensure the writing suits the student's project.

### 1.2 Language

Project Proposal and Project Paper should be written in any of the following language standards: Bahasa Melayu; British English; or American English. The style of writing should be formal and easily understood by readers.

### 1.3 Technical Specification

The writing of the Project Proposal and Project Paper should be done on a word processor, with printing done on a letter quality or a laser printer. Please read carefully the instruction below before writing begins to avoid wasted time and effort.

#### 1.3.1 Typeface and Font Size

The entire text of the Project Proposal and Project Paper, including headings and page numbers, must be produced using same font and typeface. The font size should be 12 point and not scripted or italicized except for scientific names and terms written in a different language. Headings for each part should be written in **bold**. Footnotes and text in tables should not be less than 8 points.

Fonts appropriate for the Project Proposal and Project Paper are any one or two of the followings:

Arial  
Book Antiqua  
Bookman

Helvetica  
Helvetica Narrow  
Palatino  
Times  
Times New Roman

### **1.3.2 Margins**

The left margin should be at least 40mm and the right, top and bottom margins at least 25mm. Margin specifications are meant to facilitate binding and trimming. All information (text headings, footnotes and figures), including page numbers, must be within the text area.

### **1.3.3 Spacing**

The Project Proposal and Project Paper should be typed double-spaced, with four spaces between paragraphs and sections. However, the following items should be single-spaced:

- i. explanatory footnotes (if absolutely necessary);
- ii. quotations longer than three lines set in a block;
- iii. references or bibliography (except between entries);
- iv. multi-line captions (table, figures);
- v. appendices, such as questionnaires, letters.

The article type Project Paper should be typed double-spaced, with two spaces between paragraphs and sections.

### **1.3.4 Pagination**

All pages should be numbered centrally or at the bottom right margin. Page numbers should appear by themselves without any symbols. The entire Project Proposal and Project Paper including tables and figures should be typed on only one side of each sheet. All copies of Project Proposal and Project Paper must be clean and could be clearly read.

Every page, except the Title Page, must be numbered consecutively throughout the Project Proposal and Project Paper, including pages for tables, figures and appendices.

Preliminary pages preceding Chapter 1 must be numbered in Roman numerals consecutively (i, ii, iii and so on). The Title Page should not be numbered though it is counted as page i. Page 1 begins at the first page of the Introduction (or Chapter 1) but not numbered. Subsequent pages should be numbered beginning with page 2.

Each appendix should be identified separately using an uppercase letter beginning with A. The pages of the appendices should also be numbered. If the last page before the first appendix was 61, the list of appendices would be 62 and the first page at the first appendix would be 63.

### **1.3.5 Paper**

The type of paper that should be used is white simili paper (80g) or paper of equivalent quality. Paper should be of A4 size (210 mm x 297 mm).

### **1.3.6 Binding**

Binding should be done after the Project Proposal or Project Paper is completed and signed by the Supervisor. Please ensure that all pages are in correct order.

The Project Proposal should be in comb-binding. The following particulars should be provided on the cover using 18 point capital letter font:

- title of Project Proposal;
- name of student;
- matric number of student;
- name of supervisor;
- name of faculty and university; and
- academic session.

The normal type Project Paper should be bound with **MAROON** hard cover. The binding should be of a fixed kind in which pages are permanently secured.

The article type Project Paper need not be bound with hard cover. Any suitable binding is considered adequate.



For the Project Paper bound with hard cover, the following particulars should be provided on the cover using 18 point capital letter gold block font:

title of Project Paper;  
name of student;  
name of faculty and university; and  
academic session.

Example: refer to Appendix 1

The following particulars on the spine of the Project Paper bound with hard cover should be provided using 20 point capital letter gold block font:

name of student;  
name of programme; and  
academic session.

Example: refer to Appendix 2

### **1.3.7 Submission of Project**

- **Project Proposal**

The submission of the Final Year Project Proposal is subject to the MGM4105 subject requirement. Please refer to the course's lecturer.

*Note:* Marking distribution between MGM4105 course lecturer and supervisor is 70:30. Mark given is part of the course assessment.

- **Project Paper**

A copy of Project Paper and a copy of CD should be submitted to the Department on Week 12 of the semester. Please submit as well completed copies of the following forms:

- a) Final Year Academic Project Seminar Presentation Assessment Form (PU/PS/BR30/AJR); and
- b) Final Year Academic Project Assessment Form (PU/PS/BR38/AJR).

**Note:** There shall be presentation of the final result of the Project Paper by each student in a seminar organized by the Final Year BBA students on

Week 13 of the final semester. The presentation assessment of the Final Year Project Paper is 10%. **The seminar presentation is also a prerequisite for passing mark for MGM4999.**

Planning and management of the Final Year Project Paper Seminar is fully run by the students under the Department's supervision. Therefore, the Final Year BBA students are required to set up the seminar committee for the purpose.

Each presentation is for 20 minutes followed by 10-15 minutes Q & A session.

### **1.3.8 Page Layout**

The text should be in portrait layout. Landscape layout may be used for Figures and Tables.

## **CHAPTER 2 FORMAT FOR PROJECT PROPOSAL**

### **2.1 General Information**

The Project Proposal must not exceed 60 pages in 4 chapters.

### **2.2 Arrangement of Parts/Chapters**

The Project Proposal should be in the form of scientific paper. It should include parts in the following arrangement:

#### **Chapter 1: Introduction**

- Research Background
- Problem Statement/ Research Question
- Research Objectives
- Research Hypothesis
- Research Contribution/Significance
- Summary

#### **Chapter 2: Literature Review**

- Introduction
- Concept and Theory
- Literature Review
- Research Framework
- Summary

#### **Chapter 3: Methodology**

- Introduction
- Sampling Technique
- Data Collection
- Data Analysis
- Research Planning (Gantt Chart)
- Summary

#### **Chapter 4: Conclusion**

#### **List of References**

## **CHAPTER 3 FORMAT FOR PROJECT PAPER**

### **3.1 Normal Type**

Total number of pages for the normal type Project Paper is around 60 – 100 pages excluding Preliminary Part (see para. 3.3 for detail) and Appendices.

### **3.2 Article Type**

The article type Project Paper should be within 20 – 40 pages. The literature review of article type Project Paper emphasize more on the essence derived from literature review in the project proposal of the preceding semester. In other words, its literature review is lesser than that of Project Proposal. The emphasis of article type Project Paper is on analysis of result and discussion.

The writing of article type Project Paper also contains chapters within the normal type Project Paper. However, the chapter contents are merged and presented as a single chapter.

### **3.3 Arrangement of Parts/ Chapters**

The Project Paper should be in the form of scientific paper. It should include parts in the following arrangement:

#### **I- Preliminary Part**

- a. Title Page
- b. Abstract (in dual language, namely Bahasa Melayu and English)
- c. Acknowledgement
- d. Declaration of Originality of Project
- e. Table of Contents
- f. List of Tables
- g. List of Figures

#### **II. Main Part**

- a. Introduction
- b. Literature review
- c. Methodology

- d. Result and discussion
- e. Conclusion

### **III. Supplementary Part**

- a. List of References
- b. List of Appendices

#### **3.3.1 PRELIMINARY PART**

##### **a. Title Page**

Contains the following particulars:

- i. Project title
- ii. Name of student
- iii. Name of programme
- iv. Academic session

Example: refer to Appendix 3.

##### **b. Abstract**

An abstract is a brief statement on the objectives and contents of project paper. It must be written according to the project paper structure, with emphasis given on problem statement, methodology / research method, result/ research finding and conclusion. An abstract must not exceed 300 words.

##### **c. Acknowledgement**

Naming and giving acknowledgement to specific individual(s)/institution(s) that have provided assistance and support in the research process. The acknowledgement must be moderate and suitable to acknowledge the kind of assistance given.

##### **d. Declaration of Originality Of Project**

The project paper should be based upon the research conducted by the student him/herself. All quotations and references should acknowledge the

sources accordingly. Plagiarism is a serious offence and can be penalized by the university.

Example: refer to Appendix 4.

#### **e. Table of Contents**

List the main parts of the project paper, begin with list of particulars within the preliminary pages of the project paper except the title page and follow by particulars within the main part of the project paper, then the supplementary part. Page referencing should be given for each particular.

Example: refer to Appendix 5.

#### **f. List of Tables And Figures**

Titles for tables and figures should be written in full as in the project paper's text. The reference number for both tables and figures must be written in Arabic numerals. Page referencing should also be included.

Example: refer to Appendices 6 and 7.

### **3.3.2 MAIN PART**

#### **a. Chapter I: Introduction**

This chapter introduces the problems/issues to be researched and indicates its importance and validity. It sets forth the context, the hypotheses to be tested, the research questions, the research objectives and the research significance.

#### **b. Chapter II: Literature Review**

This chapter contains reviews of literature related to the topic of the Project Paper. It is meant to act as a base for the rest of the Project Paper. Literature selected must be up-to-date, analyzed and synthesized logically. It is not a mere summary of works of different authors. The analysis of

literature usually forms the basis for the development of the framework for research. A theoretical or conceptual framework should be included.

### **c. Chapter III: Research Methodology**

This chapter describes the methods and techniques used such as population and sample, variables and measurement, type and method of data collection, and techniques of data analysis. It must also contain justification of methods used.

### **d: Chapter IV: Result And Discussion**

This chapter discusses two things: the analysis results obtained and interpretation of those results. The analysis results to cover descriptive analysis and inferential analysis. Descriptive analysis describes the sample characteristics such as age, gender, education and others. Inferential analysis covers hypothesis testing analysis. Interpretation of results in text must be presented before showing tables or diagrams.

### **e. Chapter V: Conclusion**

This chapter highlights the findings of the study upon which a conclusion is drawn in line with the objectives set. It is suitable as well to discuss in this chapter the alternative methods that could be taken to solve the identified research problems or research questions.

## **3.3.3 SUPPLEMENTARY PART**

### **a. List of References**

References are a term commonly taken to mean a list of works cited. Student is responsible for choosing a style of citation that is appropriate to the field and using that style correctly and consistently. Please consult your supervisor for guidelines.

All references used within the text should be listed in this part. The references must be listed in alphabetical order.

Examples of writing the list of references are as follows:

Abdul Rahim Abdul Samad and Mohd Shahwahid Othman. 2009. West Malaysian Sawntimber Supply Analysis: A Multivariate Cointegration Approach. Proceedings of the Regional Conference On The Humanities 2009, Universiti Teknologi Petronas, Perak. pp. 1-11.

Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong. 2008. *Management Research Issues*. UPM, Press.

Bauer, P. 1991, *The Development Frontier*, Cambridge, Mass., Harvard University Press.

Paxton, Julia and Carlos A. Cuevas, *A Worldwide Inventory of Microfinance Institutions*, Report prepared for Sustainable Banking with the Poor Program, Washington, DC: The World Bank, 1997.

\_\_\_\_\_, "Introducing Savings in Microcredit Institutions: When and How", Focus Note No. 8, The World Bank, July 1997.

Nelson, R. and S.G. Winter. 1982. An Evolutionary Theory of Economic Change. Cambridge: Harvard University Press.

If referencing style follows the American Psychological Association (APA) format, students may refer to the 6<sup>th</sup> edition of the Publication Manual of the American Psychological Association, which is often used in the social sciences and education. This manual is available on the APA website at <http://www.apastyle.org/>.

Examples of the APA style are as follows:

References from books:

Shipley, W. C. (1986). *Shipley Institute of Living Scale*. Los Angeles, CA: Western Psychological Services.

Wilson, B. A., Alderman, N., Burgess, P. W., Emslie, H. C., & Evans, J. J. (1996). *The Behavioural Assessment of the Dysexecutive Syndrome*. Flenpton, England: Thames Valley Test Company.

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.

References from edited books:

Raz, N. (2000). Aging of the brain and its impact on cognitive performance: Integration of structural and functional findings. In F. I. M. Craik & T. A. Salthouse



(Eds.), *Handbook of aging and cognition* (2nd ed., pp. 1–90). Mahwah, NJ: Erlbaum.

References from journals:

Nik Mustapha, R. A. (1993). Valuing outdoor recreational Resources in Tasik Perdana using dichotomous choice contingent valuation method. *The Malaysian Journal of Agricultural Economics*, 10, 39-50.

Pratto, F. & John, O. P. (1991). Automatic vigilance: The attention-grabbing power of negative social information. *Journal of Personality and Social Psychology*, 61, 380–391. doi:10.1037/0022-3514.61.3.380

American Educational Research Association. (2006). Standards for reporting on empirical social science research in AERA publications. *Educational Researcher*, 35(6), 33–40.

References from conference proceeding:

Schnase, J. L. & Cunnius, E. L. (Eds.). (1995). Proceedings from CSCL '95: *The First International Conference on Computer Support for Collaborative Learning*. Mahwah, NJ: Erlbaum.

References from government document:

Ministry of Human Resources. (2008). *Labour and human resources statistics*. Putrajaya, WP: Malaysia.

References from manuscript:

Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G. & the PRISMA Group. (2008). *Preferred reporting items for systematic reviews and meta-analysis: The PRISMA statement*. Manuscript submitted for publication.

References from doctoral dissertation (published & unpublished):

Darling, C. W. (1976). Giver of due regard: the poetry of Richard Wilbur. *Dissertation Abstracts International*, 44, 4465. (AAD44-8794).

Zahira, M.I. (2008), *Unconscionability in the law and practice of franchising*. Unpublished doctoral dissertation, Universiti Putra Malaysia, Serdang, Selangor.

References from seminar papers:

Leclerc, C. M. & Hess, T. M. (2005, August). Age differences in processing of affectively primed information. Poster session presented at the 113th Annual Convention of the American Psychological Association, Washington, DC.

References from Internet:

Merriam-Webster's online dictionary. (n.d.). Retrieved April 20, 2007, from <http://www.m-w.com/dictionary/>

The writings referred to within the text must state the name of the authors (excluding the initials) and the year of publication. If there are more than two authors to a particular work, use *et. al.* as an option after the first name, e.g. (Abdullah *et. al.*,2009). However, the name of all authors must be stated in the List of References.

When there are more than one reference to a particular matter, the arrangement of the authors must follow alphabetically, e.g. (Abdullah *et. al.*, 2009; Barton, 2005; and Cheng, 2006). When there are more than one reference from the same author and the same year of publication, the alphabet a,b and subsequently must be added at the end of the reference, with the earlier works in front, e.g. (Abdullah *et. al.*, 2009a); (Abdullah *et. al.*, 2009b); atau (Abdullah *et. al.*, 2009a,b).

## **b. List of Appendices**

This part contains data, additional calculation, analysis output and questionnaire form (if any) as additional information or reference to the text.

**APPENDIX 1  
COVER**

**TITLE OF PROJECT  
(CAPITAL LETTER)**

**NAME OF STUDENT  
( CAPITAL LETTER )**

**FAKULTI EKONOMI DAN PENGURUSAN  
UNIVERSITI PUTRA MALAYSIA**

**2011/2012**

**APPENDIX 2  
SPINE**

<b>STUDENT'S NAME (CAPITAL LETTER)</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (CAPITAL LETTER)</b>	<b>2011/2012</b>
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**APPENDIX 3  
TITLE PAGE**

**ETHICAL AWARENESS AMONG MANAGERS IN RETAIL  
INDUSTRY**

**ALINAH BINTI ABDUL**

Laporan projek yang diserahkan kepada Fakulti Ekonomi dan  
Pengurusan, Universiti Putra Malaysia sebagai memenuhi  
sebahagian syarat untuk mendapatkan Bachelo Pentadbiran  
Perniagaan.

Fakulti Ekonomi dan Pengurusan  
Universiti Putra Malaysia

2011/2012

## APPENDIX 4

### DECLARATION OF ORIGINALITY FORM

This project paper entitled ..... is prepared by ..... and submitted to the Faculty of Economics and Management, Universiti Putra Malaysia to fulfil the partial conditions for the attainment of the Bachelor of Business Administration.

Name of Student:

Signature of Student

ALINAH BINTI ABDUL

.....

Verified by:

..... (Signature of supervisor)

..... (Name of supervisor)

..... (Department)

Date: .....

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PU/PS/BR38/AJR

Prepared by:  
Dr. Zahira bt Mohd Ishan  
Coordinator  
Final Year BBA Program  
September 2011