



A HANDBOOK ON THESIS WRITING

MBA PROGRAM
GRADUATE SCHOOL OF BUSINESS
ASSUMPTION UNIVERSITY



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PREFACE

The primary objective of this Thesis Handbook along with the accompanying appendixes containing guidelines for content, style, and process is to assist those presently enrolled or contemplating enrollment for a thesis (Plan A) in the Masters of Business Administration program at Assumption University. The thesis is intended to provide the student with an opportunity to synthesize and apply the knowledge gained from his or her related coursework while at the same time affording him or her to focus on a particular area of interest. It also affords the student a way to generate a level of expertise not otherwise possible by delving deep into an area of specific interest.

There is no chance that all of the thesis questions that you might have will be answered here, but a thorough reading of this handbook should provide you with some pointers in the right direction. Additionally, I hope this serves as a useful reference throughout the process. Please read it carefully and particularly note all the forms and other requirements you are supposed to complete. Finally, the guidelines are reviewed regularly and occasionally change, so please be sure that you have a current copy of the handbook.

Dr. Patricia Arttachariya,
Chairwoman, Thesis Committee.

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