UNIVERSITI TEKNOLOGI MARA | Arshad Ayub Graduate Business School

APPLIED BUSINESS PROJECT (ABP) GUIDELINES

AMENDMENT 2024

ARSHAD AYUB GRADUATE BUSINESS SCHOOL
UNIVERSITI TEKNOLOGI MARA

APPLIED BUSINESS PROJECT (ABP) GUIDELINES

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SECTION ONE:
INTRODUCTION AND ADMINISTRATION

1.1 OVERVIEW

Central to all managerial activities is the ability to make informed business decisions. Hence, managers must consistently study and analyze issues to ensure that all decisions are well-grounded with facts and strong rationale. In cultivating these habits, managers are required to be aware of and be involved in some forms of research activities as and when they make decisions at the workplace.

Further, managers often interact with research consultants whom the organization engages. It is, therefore, necessary for managers to discriminate between good and flawed studies undertaken by these consultants. Whenever the need arises, managers must undertake or participate in research to solve problems. In addition, managers are also required to evaluate the findings and value of studies published in professional journals and to be able to adapt to the changing work environment.

For these and many other reasons, Applied Business Project (ABP) is a compulsory activity and a required experience for students prior to the award of the MBA by the Arshad Ayub Graduate Business School, UiTM.

1.2 BUSINESS RESEARCH

Business research is often described as a "systematic and organized effort to investigate a specific problem (or a few related problems) encountered in a work environment or a given task or a given setting, that need solutions". It is worth mentioning that Applied Business Project (ABP) is NOT to generate a body of knowledge by trying to comprehend how specific problems that occur in the **ORGANIZATION** can be solved.

Such exercise is undertaken in basic research. However, **ABP** is about **APPLYING** the results of findings to solve specific problems in the **ORGANIZATION**.

Business research is primarily conducted to resolve issues in or interrelated among functional areas. These issues could be treated from the macro or micro perspectives to enhance efficiency and effectiveness in managing and creating shareholders' value. Thus, ABP is designed to be a capstone achievement whereby potential MBA graduates must undertake activities that exhibit the mastery of the knowledge acquired throughout the time spent in pursuing an MBA. Integrated knowledge is, of course, what is best expected, but thorough knowledge in specific areas of study, either applied to a given task or environment, is much encouraged.

1.3 CREDIT UNIT

*ABP I		*ABP II	
Course Code	Credit Unit	Course Code	Credit Unit
ABP 791	2	ABP 792	4
**ABP 794	3	**ABP 796	3

Notes:
* 1. Both ABP I and II have no classroom contact hours.
**2. Curriculum Review 2024. Effective from Semester 20242 Intake.

1.4 GROUP EFFORT

It is to be undertaken by a group of not more than 3 and not less than 2 students. This is to enable students to realize that:

i. No one has a mastery of all the knowledge within an MBA curriculum. Hence combined effort or teamwork would enable cross-learning among participants.

ii. No one works alone in a work environment. Each member of an organization should be able to work together within a diverse workforce to achieve specific goals that lead to fulfilling the vision and mission of an organization.

Students are expected to work independently undertaking a literature review, developing the Applied Research Framework and research methodology, developing research instruments, learning the appropriate measurement methods, including the necessary statistical knowledge, and using statistical packages such as SPSS.

Every member must fulfill their individual responsibility and be accountable for achieving the group performance. Therefore, the spirit of one-for-all and all-for-one should be the motto adapted.

The students must have a face-to-face (F2F) or online meeting/discussion with the advisor at least twice a month. Both parties should keep the evidence of the meeting/discussion.

1.5 RESEARCH ETHICS APPLICATION

Students must apply and obtain the research ethics approval before commencing their fieldwork. The research ethics forms and procedures are available on the AAGBS website (https://aagbs.uitm.edu.my/index.php/research/research-ethics).

1.6 PHASES AND APPOINTMENT OF ADVISOR

ABP is divided into two major phases (Chart 1.1).

Phase 1 being the proposal stage which must be completed one semester prior to the graduating semester. The students can nominate their advisor, but the final decision is made by the AAGBS Research Advisory Committee (RAC). Students who do not submit their research proposal by the given date, will be assigned 'Fail' status (F).

Phase 2 of ABP consists of data collection, analysis, and completion of the final report. The final report must be completed and submitted to the AAGBS Academic Unit based on the given date.

Should the students do not submit the final report, they will be assigned 'Fail' (F) Status. The incomplete (TL) status will be given to students for dissertation correction after viva, students must submit the correction within the given date. Student with 'F' or 'TL' status should retake and pay the full fee of the course in the coming semester.

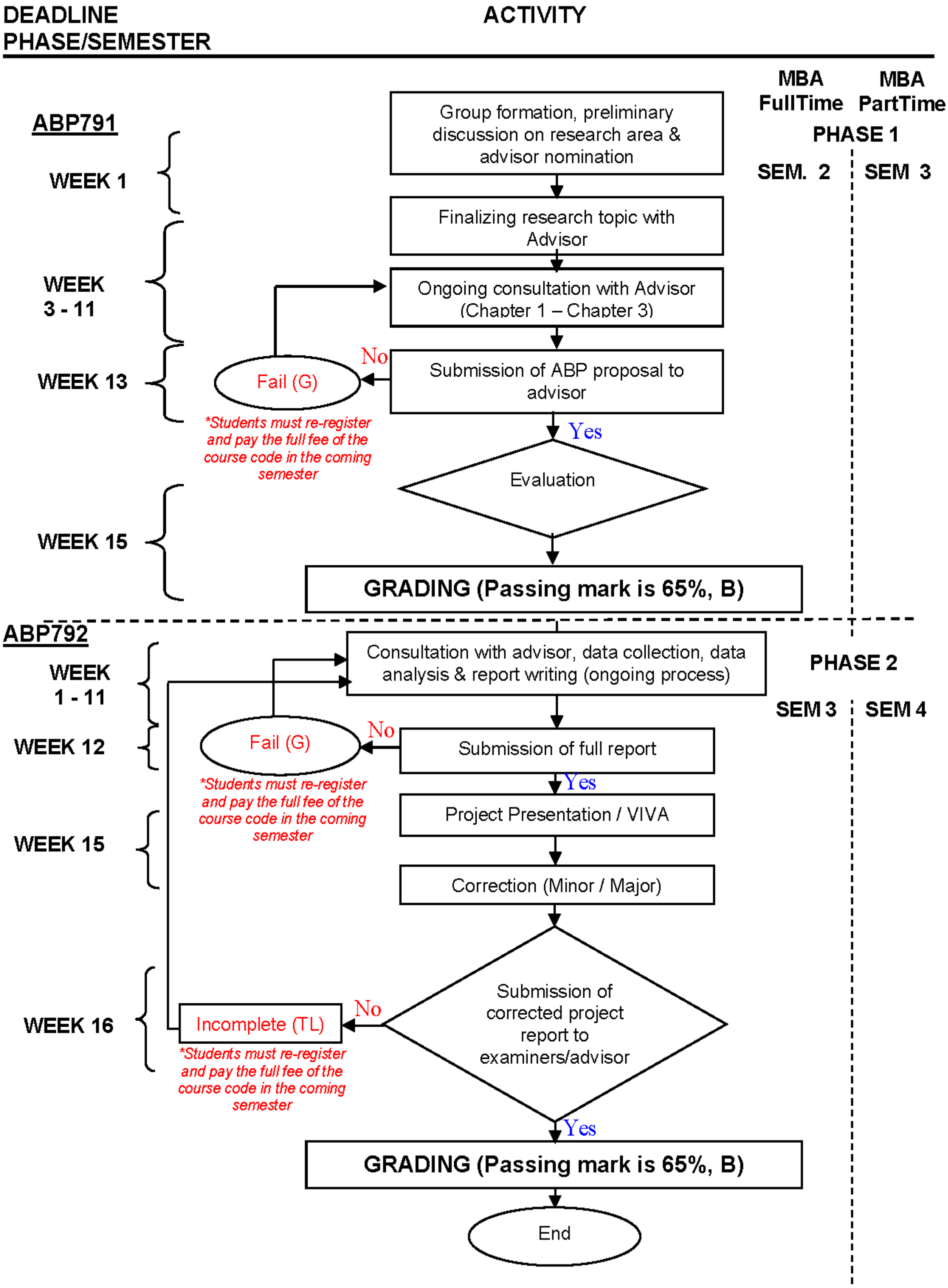
1.7 ROLES OF ADVISOR

Advisors can add value to the ABP process and contents when they uphold their responsibilities through the following activities.

Table 1.1 Roles of Research Advisor

• Act as an independent sounding board.	• Assist in the set up of strategic agenda.
• Encourage provocative and proactive questions to stimulate explorative and inquisitive learning.	• Provide a platform for the process of thinking and facilitating it.
• Guide in the collation and interpretation of data.	• Facilitate students to think 'out-of-the-box'.
• Operate as a catalyst in decision-making and further action.	• Help identify blind-spots.
• Impart energy and enthusiasm in the project and provide continuous encouragement.	• Bestow a symbolic presence to help students think and behave, exhibit concern, and impart expert
• Communicate constructive criticism on the output.	

Chart 1.1 APPLIED BUSINESS PROJECT FLOW CHART



1.8 ROLES OF EXAMINER

The examiner's role is first to ensure that the scientific process of applied research is adhered to with the focus on Applied Research Framework and methodology such that the results of the analysis are consistent with the objectives of the applied research. Secondly, in line with the primary purpose of ABP, the candidates' ability to translate the research findings to solve a specific business problem needs to be critically assessed.

1.9 VIVA/PRESENTATION

The (students) group will be required to present their research and findings of the ABP at a scheduled time. Such dates are fixed and are not subject to change unless decided otherwise by the School.

1.10 ABP EVALUATION

For ABP791 and ABP794, the evaluation is done by the advisor (100%). Table 1.2 and Table 1.3 highlight the assessment components of ABP791 and ABP794, respectively.

Table 1.2: ABP791 Evaluation

Components / Assessor	Advisor	TOTAL
Introduction (20%)	100%	100%
Literature Review (40%)		
Methodology (20%)		
Proposal (20%)		

Table 1.3: ABP794 Evaluation**

Components / Assessor	Advisor	TOTAL
Proposal (70%)	50%	100%
Interpersonal Skill (20%)		
Ethics and Professionalism (10%)		

** *for Curriculum Review 2024*

For ABP792 and ABP796, the evaluation is done by the advisor and the appointed examiner. Table 1.4 and Table 1.5 summarize the evaluation weightage by the advisor, and the examiner.

The assessments of ABP are done using the rubrics as per MyEVA templates. Generally, for ABP791, ABP792, ABP794 and ABP796 evaluations, every group member will obtain a similar grade or equal mark. However, the advisor and/or the examiner can give different marks to the students depending on their contribution to the entire project and viva performance.

The above also applies to students of the Dual Degree Program.

Table 1.4: ABP792 Evaluation

Components/Assessors	Advisor	Examiner	TOTAL
Data Collection (10%)	50%	50%	100%
Final Report (60%)			
Viva Voce (30%)			

Table 1.5: ABP796 Evaluation **

Components/Assessors	Advisor	Examiner	TOTAL
Final Report (55%)	50%	50%	100%
Viva Voce (30%)			
Personal Skill (15%)			

** *for Curriculum Review 2024*

1.11 GRADUATION REQUIREMENT

One of the requirements for graduation is students must get at least a 'B' grade for all courses (the passing mark for each course is 65% and above). This includes the ABP Course codes

SECTION TWO:
PROPOSAL GUIDELINES

2.1 INTRODUCTION

The Applied Business Project course requires the students to submit two main documents – the research proposal and the final report. The project proposal (ABP791/ABP794) is a prerequisite to the final report (ABP792/ABP796).

A good proposal is straightforward. It sells what the researcher is proposing and why she/he is proposing it. In other words, it must be compelling (that is, interesting), manageable (able to be carried out), and significant to the stakeholders. Therefore, the following sub-sections aim to facilitate and guide the MBA students in writing up a good research proposal. For this purpose, the guideline is arranged into four major sections – getting started, research process, ABP proposal format, and research expectations.

2.2 GETTING STARTED

In essence, ABP791/ABP794 will equip students with the basic skills of undertaking research and how research is used to support management decision-making. It is also a capstone course that requires students to apply at least one business decision-making tool to synthesize the research outcomes and to offer actionable managerial decisions. Therefore, it is always advisable that candidates begin the ABP by getting acquainted **WITH A BUSINESS ORGANIZATION**. For part-time students, the student's workplace is an excellent place to start.

For most students, getting started is synonymous with numerous head scratching sessions leading to the project title. In most cases, at least two or three topics are generated for discussion among group members.

Ideas must come from a reliable source, usually from a respected person in the industry, from observation over a certain period, or from desk research. Table 2.1 provides a 'What, Why, and How' Framework to get you started.

Table 2.1 'What, Why, and How' Framework for Crafting Research

What? What puzzles/intrigues me (my company)! What do I (my company) want to know more about/understand better? What are my key research questions?	**Why?** Why is this of interest to others (member of my group, my work environment, practitioners or policy makers?) Can the research be justified as a 'contribution to problem solving process or solutions to my current problems?
How – conceptually? What models/tools can I draw on/ develop to answer my research questions? How can these be brought together into a basic business models/tools to guide my investigation? (Applied Research Framework)	**How – practically?** What investigative styles and techniques shall I use to apply my Applied Research Framework (both to gather data and analyze it)? How shall I gain and maintain access to information sources? (Methodology)

(Source: Adopted from Watson, 1994)

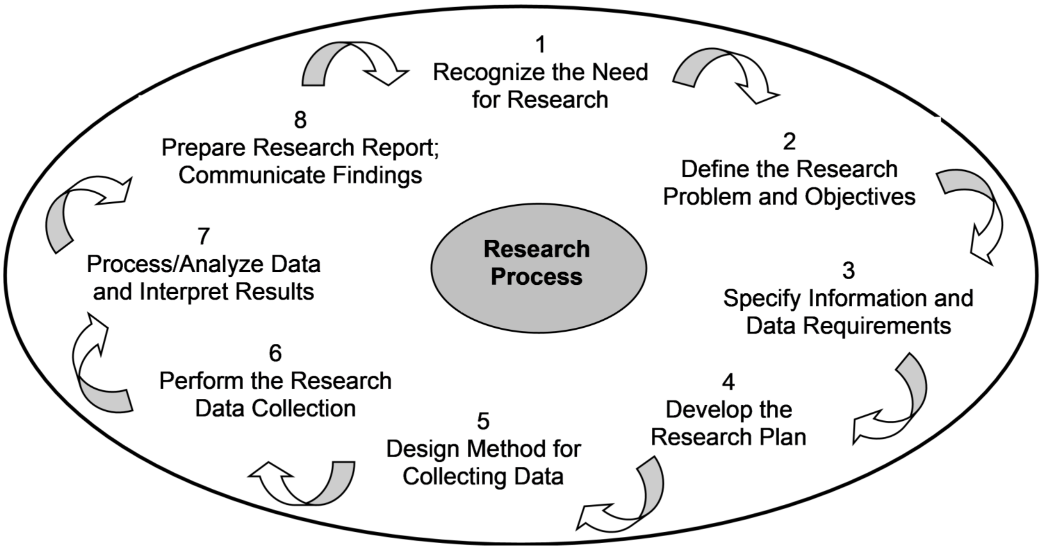
2.3 THE RESEARCH PROCESS

Writing a research proposal should begin with an inquiry into the need for a particular research topic leading to a research/project title (Chart 2.1 – The Research Process). This inquiry provides a starting point for identifying the key issues leading to research problem definition, setting research objectives, specifying the information and data requirements, developing a research plan, and designing the data collection method.

Below is a checklist for a proposal:

1. It defines a question, problem, or issue [or a set of these] addressed by the project.
2. It is the "engine" that drives the inquiry into the topic.
3. It identifies the audience the project will address.
4. It explains why the inquiry is significant for a particular audience.
5. It proposes a method or approach to start the inquiry.
6. It suggests relevant sources of information about the inquiry you are aware of or plan to look for.

Chart 2.1: The Scientific Research Process



Step 1: Recognize the Need for Research

The process of observation or sensing of a problem or problems around you is what gets most of the research, especially applied research, started. The next step is to determine whether there is a real problem and how serious. At this point, a few sessions of brainstorming with your group members would be helpful. Similarly, business magazine and trade news clippings on current business issues would be able to support your argument. Appendix 1 provides a list of some possible research areas.

Step 2: Define the Research Problem and Objectives

The problem identification stage calls for further preliminary data gathering. Talking to industry experts, in-depth reading of specific magazines, trade news, and popular periodicals, or undertaking a simple survey are examples of this activity. Integration of the information obtained through these informal and formal search exercises should help a researcher determine and argue that a problem or problems exist.

Understanding of the business tools/models learned throughout the MBA program would facilitate the problem definition process.

Note that the existence of a problem does not necessarily mean that something is seriously wrong with a current situation that needs to be rectified immediately. A "problem" could indicate an interest in an issue where finding the correct answers might help to improve an existing situation. Be careful to ensure that symptoms are not defined as a real problem.

A problem statement is commonly defined as a clear, precise, and succinct statement of the question or issue that is to be investigated with the goal of finding an answer or solution. Based on the problem definition, research objectives are then proposed. The examples of the research objectives are highlighted in Appendix 2.

Step 3: Specify Information and Data Requirements/Literature Review

Once the problem has been identified and the objectives have been established, the next step is to specify the data and information required. The UiTM Library subscribes and offers various secondary data sources for your convenience. Seek help from the library staff if you are unfamiliar with data search. The examples of secondary data sources are book, journal, business magazine, newspaper, industry report and company annual report.

The students are expected to carry out and write a comprehensive review of literature from secondary data sources in the chosen research area. A substantial literature survey and review are essential as they provide the foundation for the research's Applied Research Framework, conceptual framework, or business model.

Step 4: Developing Applied Research Framework

A big part of the research plan is building a framework as guideline known as the Applied Research Framework for the project. It comprises of two important elements which are a conceptual framework and relevant strategic business tool (s). In essence, the Applied Research Framework is the end product of the literature review, as noted in step 3 above (see Appendix 2). Below are important notes on Applied Research Framework:

i. Conceptual Framework

The conceptual framework is the foundation on which the entire research project is based. It encapsulates the fundamental essence or key finding of a literature review process, preliminary investigations, and observations. When systematically constructed, it aids in identifying pertinent and interconnected concepts, as well as establishing possible interrelationships among these concepts (Van der Waldt, 2020) that are important to the subject under investigation. The basis of a conceptual framework is the basic acceptable foundations found in any specific areas of study or concepts that are common and specific (in some cases) to the core area of study, be it marketing, accounting, human resource management, and other related business areas. Critical review of literatures provides a solid foundation for developing a conceptual framework. Among the essential elements of the conceptual framework are: variables considered relevant to the study should be identified and labeled in the discussion.

The discussion should state how the variables are related and relationships established. The resultant relationship must be shown as the expected outcomes. A clear explanation of why the relationship exists must be established based on established concepts, models, dimensions, and elements drawn from Literature Review. A schematic diagram of the conceptual framework MUST be provided and demonstrated such that any reader could easily comprehend the conceptualized relationship.

ii. Strategic Tools

The term "strategic tools" refers to the instruments that businesses employ in order to develop and implement strategies and structures that allow them to improve their bottom line. Its application can help a company's management team identify numerous internal and external issues that may influence the company's performance. These tools can also help the team analyse a company's vision and purpose statements, as well as outline achievable goals. *The examples of business models/tools are provided in Appendix 3.*

Step 5: Research Methodology

Having identified the variables in a problem situation and developed the Applied Research Framework, the next step is to design the research in a way that the requisite data can be gathered and analyzed to arrive at a solution. It is therefore the description of the research journey.

The methodological areas that need to be addressed in the proposal are:

1. Research Design
2. Unit of Analysis
3. Population, Sampling frame, Sample Size
4. Sampling Method
5. Data Collection Method
6. Data Analysis Plan

a. <u>Research Design</u> – By type, most ABP research works are confined to descriptive study and on case study while correlational study may be considered.

b. <u>Unit of Analysis</u> – refers to the source from where information is going to be extracted. Individuals, groups, dyads, divisions, companies, industry, or countries are examples. In all circumstances the unit of analysis must be clearly identified. In addition, the time horizon of the study –cross sectional or longitudinal should also be specified.

c. Population, Sampling Frame and Sample Size – A research work needs to specify the list/source from which a researcher will obtain the total number of the population. This is called a sampling frame. To illustrate, if the unit of analysis is employees of Company Z, the sampling frame could be the payroll list. Similarly, if the units of analysis are banks in Malaysia, the Association of Bankers or Bank Negara could be the sampling frames. As to the sample size, specifying the exact number is tricky, as again it depends very much on the research design. As far as consumer study is concerned a sample of 200 respondents should be acceptable.

d. Sampling Method - Essentially there are two broad types of sampling – probability sampling and non-probability sampling. Within each type, there are various specific methods. Below are illustrations of the sampling methods (not exhaustive) which you could choose from.

Simple Random Sampling Systematic Sampling Stratified Sampling Cluster Sampling Convenience Sampling Quota Sampling	students are expected to acquire knowledge on their own or with the advice of the advisors

Do note that the literature review should guide you in choosing the most appropriate research design to address the problem statement and research objectives. In any case, it must be well defined and appropriately applied.

e. Data Collection Method - is an integral part of research design. Problems researched with the use of appropriate methods greatly enhance the value of the research. Among them are:

Interview	:	face to face; telephone, electronic; structured or unstructured.
Questionnaire	:	personally administered; mail, electronically administered.
Observation	:	of individual events.

It must be noted that students who are planning to use a questionnaire as the research instrument, must be very familiar with the various fundamentals of questionnaire design and the scales of measurement. These include the principles of wording, social desirability, length, and sequencing.

Appropriate measurement scales must be observed. The nominal, ordinal, interval, and/or ratio scales must be appropriate and applicable to the types of data to be collected for analysis. Rigorous method is essential.

f. Data analysis plan - The proposed data analysis techniques should be highlighted in the proposal. The proposal should also indicate the software package to be used for data analysis e.g. SPSS. In the applied business research context, the use of basic data analysis technique is considered suffice should it is relevant and fulfilling the research objectives. Students are not required to employ any advance statistic technique. Should it be used, it must align with the research objectives.

Next is about the research methodology for Finance and Economics Studies. There are some differences between research methodology for Finance and Economics Studies with other fields of studies. For instance, the hypothesis is required in most finance and economics studies, however it is not compulsory for other field of business studies. In the case where hypotheses are developed and used, the hypotheses statements must be tested and reported accordingly.

Research design involves a series of rational decision-making steps to design the research so that requisite data can be gathered and analyzed to arrive at a solution. This section also provides the major skeletal framework for the research. The methodological areas that need to be addressed in the proposal are:

1. Data and Sample Statistics

a. Data and Sources

Explanation of data used and sources where data are collected including IMF, Statistics Department of various countries, Bank Negara Malaysia, UiTM Library, and others must be referenced accordingly.

b. Sample of Study

Sample of variables, time period, explanation of variables, formulas, expected signs, etc.

2. Statistical Method of Analysis

a. Types of Tests and Statistical Software Applied

The types of statistical software used including SPSS, EViews, STATA, or other statistical packages that will be used must be introduced. The different types of tests used in the study must be clearly explained including time series models, ARCH/GARCH, GMM estimator, error correction and VAR, maximum likelihood estimation, SUR, simultaneous equations models, panel models, non-linear models and many others. One simple example is the explanation of the regression equation in the simple/multiple regression analysis which applies the variables in its model. Explanation should also be provided for the relevant dependent and independent variables in the model.

b. Descriptive Statistics

In order to have a feel for the data collected for analysis, it is important to first check the data series for normality, stationarity, and other statistical problems including heteroscedasticity, autocorrelation, and multicollinearity. A general description of the data should provide the mean, standard deviation, max/ min, skewness and kurtosis of all the data series to be tested.

c. Correlation Coefficient

Correlation coefficient, r, is the degree of association between independent and dependent variables. The coefficient ranges from +1 to -1. It is categorized into one of the following categories listed for linear correlation coefficient result:

$r=1$	Perfect positive linear correlation
$0.75 < r < 1$	Strong positive linear correlation
$0 < r < 0.25$	Weak positive linear correlation
$r = 0$	no linear correlation
$-0.25 < r < 0$	weak negative linear correlation
$-1 < r < -0.75$	Strong negative linear correlation
$r = -1$	Perfect negative linear correlation

d. Coefficient of Determination (R^2)

The coefficient of determination denoted by 'R^2' measures the proportion of variation in Y (dependent variable) that is explained by X (independent variable). In other words, this value measures how well the independent variables can explain the dependent variable in the regression model. The coefficient ranges from 0 to 1. A higher value of R^2 provides a better regression analysis result as compared to a lower value of R^2. This means that if R^2 value is high, it provides a more confident relationship between independent and dependent variables.

e. T-stats

T-statistic is used to determine if there is significant relationship between the independent variable and the dependent variable. It also measures the probable error in the predictive value. It is calculated by dividing the coefficient by the standard error and the confidence interval used is normally 95%. It is used when we test one population correlation coefficient when both variables are quantitative and when the sample is small.

f. *p* -values

Statistical tests that report the extent to which the test statistic disagrees with the null hypothesis when one wants to know what percentage of the sampling distribution lies beyond the sample statistics; most statistical computer programs report the results of statistical tests as probability values (*p* values). The *p* value is the probability of observing a sample value as extreme as, or more extreme than, the value actually observed, given that the null hypothesis is true, i.e. the probability of Type I error. The *p*-value is compared with the significance level (α), and on this basis the null hypothesis is either rejected or not rejected. If the *p*-value is less than the significance level, the null hypothesis is rejected and vice versa.

g. F-stats, F-Probability

The test statistic for ANOVA is the *F* ratio which compares the variance from the last 2 sources i.e. the between-group variance/within-group variance. To compute the F ratio, the sum of the squared deviations for the numerator and denominator are divided by their respective degrees of freedom. By dividing, we are computing the variance as an average or mean, thus the term *mean square*. The degree of freedom for the numerator, the mean square between groups, is one less than the number of groups (*k-1*). The degree of freedom for the denominator, the mean square within groups, is the total number of observations minus the number of groups (*n-k*). The higher the F-stats or the lower the f-prob, the more significant the model in explaining changes in the dependent variable.

2.4 CONTENT AND FORMAT OF ABP PROPOSAL

The ABP Proposal should comprise:

Chapter 1	:	Introduction
Chapter 2	:	Literature Review and Applied Research Framework Development
Chapter 3	:	Research Design and Methodology
References	:	APA Style (latest format)
Appendices	-	Draft of Questionnaire/Interview Questions
	-	Draft Research Ethics Form
	-	Research Gantt Chart

The **recommended total word** for the ABP Proposal is **8000 to 10000** (excluding references and appendices).

For the report formatting, please refer to the latest version of ‘UiTM Thesis Template’ which is prepared by the Institute of Post Graduate Studies (IPSis). The template can be download via IPSis website.

With reference to Chart 2.1, Chapter 1 to Chapter 3 of the proposal should emphasize the following:

Chapter 1 – Issues in Step 1 and Step 2 of the research process must be clearly dealt with. A brief write-up of the **SELECTED ORGANIZATION** should be included.

Chapter 2 – Issues in Step 3 and Step 4 of the research must be addressed. Only essential information required towards the development of the Applied Research Framework needs to be identified and elaborated. Authoritative sources must be quoted diligently, especially those within a specific area of functional areas of management. The Applied Research Framework is a **MUST** as it highlights the focus of your research and the methodology plan.

Chapter 3 – Issues in Step 5 of the research process. This section must provide arguments for your choice of methodology.

2.5 RESEARCH EXPECTATION

Keeping to deadline is a must. From the academic perspective, the Applied Business Project should be:

i. Purposive:

   Definite aim or purpose, i.e. purposive focus.

ii. Rigor:

   A good Applied Research Framework and a sound methodological design.

iii. Objective:

   Conclusions drawn through the interpretation of the results of data analysis should be objective; i.e. they should be based on the facts of the findings derived from actual data, and not on the researcher's own subjective or emotional values or imagination.

2.6 SUMMARY

A high-quality proposal, not only promises success for the research project, but also impresses your advisor, examiner, and eventually your potential or current organization.

SECTION THREE: FINAL PROJECT REPORT

3.1 INTRODUCTION

Naturally, the quality of the entire ABP is reflected in the written report. While writing styles may differ from one person to another, it must be noted that clarity and good organization of thought are important. In essence, writing a good report is a demanding task.

3.2 CONTENT AND FORMAT OF ABP FINAL PROJECT

In almost any research work, the reporting is organized into **FIVE** basic chapters. The suggested structure and content for the ABP Final Report are provided in **Appendix 4**.

For the report formatting, please refer to the latest version of ‘**UiTM Thesis Template**’ which is prepared by the Institute of Post Graduate Studies (IPSis). The template can be download via IPSis website.

The **minimum total word** of the **ABP Final Report** is **15000** (excluding references and appendices). It is guided by the MQA Program Standards of Business Studies 2021.

3.3 CONCLUSION

The ABP Guideline aims to assist the MBA students in preparing for the Applied Business Project. Students should work closely with the appointed supervisor.

Appendix I
List of Possible Research Areas

A. Organic Business Development Projects

New Products
New Markets
Value-Creating
Distribution Channels
New Technologies.

B. Projects Involving Strategic and Financial Planning.

C. Restructuring Projects.

D. Information Systems Projects.

E. Management Buyout Projects.

F. Alliance and Joint Venture Projects.

G. Operational Projects

- Operational expansion
- Cost management and efficiency
- Activity Based Costing (ABC)
- Business Process Engineering

H. Value Chain and Supply Chain.

I. Other areas of business and management.

Appendix 2
Sample of Research Title, Objective and Applied Research Framework

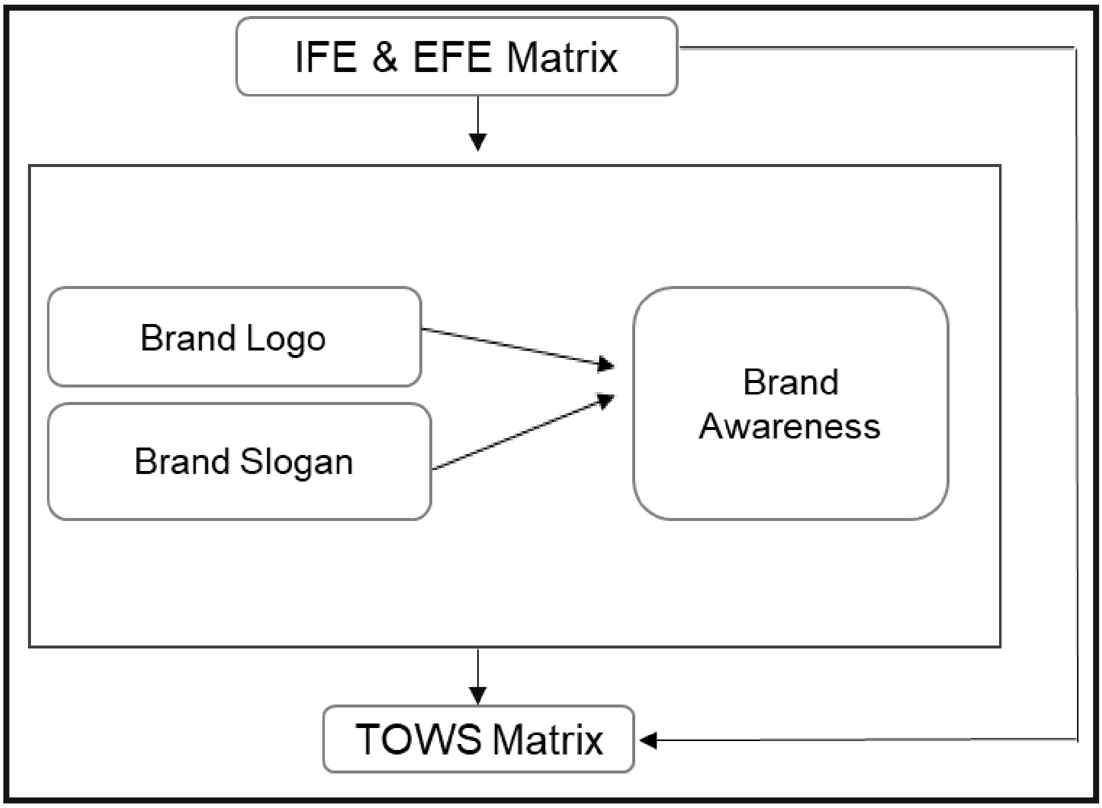
Project 1

Research Title: Examining the Influence of Aesthetic Brand Elements on Brand Awareness for XX

Research Objectives:

1. To perform a situational analysis of XX Company
2. To ascertain the current level of brand awareness for XX
3. To ascertain the influence of aesthetic brand elements (brand name, brand logo, brand slogan and packaging) on brand awareness for XX brand
4. To recommend measures that could enhance brand awareness for XX brand

Applied Research Framework:



Appendix 3
Business Models/Tools

- SWOT Analysis / TOWS Matrix
- PEST Analysis
- Growth Drivers
- Fishbone Technique
- Porter's Five Forces
- GE Grid
- BCG Matrix
- Ansoff Model
- Motivator-Hygiene Factors
- Uncertainty Grid
- Ratios Analysis
- Sensitivity Analysis
- Cost-Benefit Analysis
- Tools of Strategic Analysis
- Shareholder Value Analysis (SVA)
- Decision Tree
- Profit Impact Marketing Strategy (PIMS)
- Game Theory
- Attractiveness –Implementation – Difficulty (AID) Grid
- Force-Field Analysis
- Stakeholders Analysis
- Scenario Building

Note: The listing is not exhaustive

Appendix 4
ABP Final Report: Suggested Structure and Content

ABSTRACT	
CHAPTER ONE – INTRODUCTION	
1.1	Preamble
1.2	Background of the study
	1.2.1 Industry background
	1.2.2 Company background
1.3	Problem statement
1.4	Research objectives
1.5	Research questions
1.6	Scope of the study
1.7	Significance of the study
1.8	Definition of terms
1.9	Chapter summary
CHAPTER TWO - LITERATURE REVIEW AND APPLIED RESEARCH FRAMEWORK DEVELOPMENT	
2.1	Preamble
2.2	Key literature on business tool(s)/model(s)
2.3	Key literature on concepts/variables of the study (relate to conceptual framework)
2.4	Applied Research Framework (Integration of the selected business tool(s)/ model(s) and the conceptual framework)
2.5	Chapter Summary
CHAPTER THREE – RESEARCH DESIGN AND METHODOLOGY	
3.1	Preamble
3.2	The research design
3.3	Sampling design
3.4	Research instrument
3.5	The fieldwork and data collection method (relate to Research Objectives)
3.6	Data analysis technique(s) (relate to Research Objectives)
3.7	Chapter Summary

CHAPTER FOUR – ANALYSIS AND RESULTS	
4.1	Preamble
4.2	Findings of SWOT Analysis or any other strategic tool used (to answer Research Objective 1)
4.3	Profile of respondents
4.5	Descriptive Analysis
4.6	Reliability Analysis
4.7	Correlation Analysis/Multiple Regression Analysis/T-Test/F-Test (where relevant to answer Research Objective 2 & 3)
4.8	TOWS Analysis or any other strategic tool used (to develop possible recommendations)
4.9	Chapter summary
CHAPTER FIVE – CONCLUSION AND RECOMMENDATION	
5.1	Preamble
5.2	Conclusion
5.3	Strategic Recommendation (selected recommendation based on the results of TOWS Analysis or any other strategic tool employed -see sub-section 4.7: to answer the final Research Objective)
5.4	Chapter Summary
REFERENCES	
APPENDICES	

*In terms of formatting such as ‘title page’, ‘font size’, ‘spacing’, ‘margin’ and so forth, please refer to the latest version of ‘UiTM Thesis Template’ available on IPSis website.

Appendix 5
Example of Source of Database for Finance & Economic Study

Information	Source
Stock Market Indices and Individual Company Stock Prices and Financial Data	Thomson Datastream Advance (UiTM PTAR)
Malaysian Economic Data including Balance of Payment, Trade and other Economic Fundamentals	http://www.bnm.gov.my
Economic Data on Population, and other Malaysian Fundamentals	http://www.statistics.gov.my
World Bank, World Development Indicators, Database	http://www.worldbank.org
Bank for International Settlements, Annual Reports and Press Release.	http://www.bis.org
International Monetary Fund, Surveys and World Economic Outlook.	http://www.imf.org
CIA Factbook	https://www.cia.gov/cia/publications/factbook/index.html
US Census Bureau	http://www.census.gov/ipc/www/idbnew.html

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