TITLE (THIS PAGE WOULD APPEAR ON COVER OF YOUR HARD BOUND THESIS)

SUBMITTED BY

NAME

ROLL NO. F10MB035

Institute of Business & Information Technology

University of the Punjab

March 2024

TITLE (THIS PAGE WOULD BE THE FIRST PAGE OF THE THESIS)

SUBMITTED BY

NAME

ROLL NO. F10MB035

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

FOR THE DEGREE OF MASTER OF BUSINESS &

INFORMATION TECHMOLOGY

SUPERVISOR

NAME

Institute of Business & Information Technology

University of the Punjab

March 2024

UNDERTAKING

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Roll No._____, CNIC No. _____ a student of Institute of Business & Information Technology, University of the Punjab, solemnly declare that my research report titled, _____

_____

_____

is my own work and that, to the best of my knowledge and belief this research study is a result of my own intellectual efforts. I assure that it incorporates original work, and I have duly acknowledged all sources of information and literature, adhering to the highest standards of academic integrity. This includes proper citation of data collected, literature reviewed, and any ideas or words not my own. I recognize and accept my primary responsibility for the comprehensive and ethical collection of data, as well as a thorough and honest review of relevant literature. I affirm that these foundational elements of my research have been conducted with diligence, accuracy, and integrity. I understand and agree that any violation of copyright or intellectual property rights, including but not limited to plagiarism, unauthorized use of copyrighted materials, or the misrepresentation of others' work as my own, is entirely my responsibility. Should such violations be discovered, I am fully accountable for the consequences, which may include legal actions against me. I hereby agree to indemnify and hold my supervisor, as well as the institution, harmless against any claims, damages, or other liabilities that may arise from any breach of the warranties made herein. This includes any findings of plagiarism or other forms of academic dishonesty associated with this report. I accept in advance the judgment and penalties that may be imposed should my work be found to violate the principles of academic integrity as outlined by the institution. This may include, but is not limited to, expulsion from the degree program or the assignment of a failing grade for the thesis/research project coursework and viva.

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APPROVAL FORM

The thesis titled

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_____ "

is accepted hereby at the

Institute of Business & Information Technology, University of the Punjab, Lahore in partial

fulfilment of the requirements for the award of the degree of Master of Business &

Information Technology (MBIT).

Name   Position   Signature

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Following is the preferable layout of the Thesis.

1. Title Page
2. Originality Report from the Main Library
3. Undertaking
4. Approval Form
5. Abstract
6. Acknowledgements
7. Abbreviations not described in the text.
8. Contents
9. List of Tables (where applicable)
10. List of Figures (where applicable)
11. Introduction (including literature review)
12. Review of Literature
13. Theoretical/Conceptual Framework
14. Research Design
15. Findings and Discussion
16. Conclusion/s, Recommendation/s, Limitations where applicable
17. References
18. Appendices (where applicable)

General Guidelines

1. Paper Size: A4 size
2. Paper Weight: 80/90 gms (computer paper)
   Margins: Use 1-inch margins on all sides (top, bottom, left, and right).
3. Font: Choose a readable font like Times New Roman (12 pt.)
4. Spacing: Double-space your entire thesis (Except for Title Pages & Undertaking which should be formatted exactly as given in this document).
5. First line of each paragraph should be indented 0.5 inches (1.27 cm) from the left margin.
6. Align your text to the left margin with a ragged right edge (don't justify).
7. Heading 1 (Centre, Bold, Upper and Lowercase Heading, Text begins as new paragraph.), Heading 2 (Flush Left, Bold, Upper and Lowercase Heading, Text begins as new paragraph), Heading 3 (Flush Left, Bold, Italics, Upper and Lowercase Heading, Text begins as new paragraph), Heading 4 (Indent, Bold, Uppercase and Lowercase Heading with a Period at the End. Text begins on the same line), Heading 5 (Indent, Bold, Italics, Uppercase and Lowercase Heading with a Period at the End. Text begins on the same line).
8. The colour of the binding should be black. Spine of the thesis should show "MBIT thesis" on top across the width of spine, name of the candidate in the middle along the length of spine, and the year of submission across the width at the bottom. Lettering on spine should be in 18 pt. and may be in boldface. Two copies should be submitted to the department.
9. The table number (e.g. Table 1) appears above the table in bold (no italics, no period ending).
   a. The table title appears one double-spaced line below the table number, using non-bolded Italic Title Case (no period ending).
   b. All tables should include column headings, including a heading for the leftmost column (stub heading).
   c. The body may be single space, one and a half spaced, or double spaced, which ever is clearer.
   d. Limit the use of borders. Do not use vertical borders to separate data.

  e. A note can appear below the table to describe the contents of the table that cannot be understood from the table title or body alone. Notes are double-spaced and flush left. In the text, refer to every table by its number. For example, "As shown in Table 1, ..."

  f. There are two options for the placement of tables in a paper. The first option is to place all tables on separate pages after the reference list. The second option is to embed each table within the text.

  g. If you reprint or adapt a table from another source in your paper, you must include a copyright attribution in the table note indicating the origin of the reprinted or adapted material in addition to a reference list entry for the work. You must get permission from the copyright holder/s for using the material in your thesis or dissertation or other publications. You may not need permission when a reprinted or adapted figure is obtained from the public domain. Works used Creative Commons licences should be cited accordingly.

10. The figure number (e.g., Figure 1) appears above the figure in bold (no period finishing).

  a. The figure title appears one double-spaced line below the figure number in Italic Title Case (no period finishing).

  b. A figure legend, or key, if present, should be positioned within the borders of the figure and explain any symbols used in the figure image.

  c. A note may appear below the figure to describe contents of the figure that cannot be understood from the figure title, image, and/or legend alone (e.g., definitions of abbreviations, copyright attribution). Not all figures include notes. Notes are flush left, non-italicised. If present, they begin with Note. (italicised, period ending). The notes area will include reference information if not an original figure, and copyright information as required.

  d. In the text, refer to every figure by its number, no italics, but with a capital "F" for "Figure". For example, "As shown in Figure 1, ..."

  e. There placement and reproduction of figures follow the same rule as the tables.

Note:

1. Consult APA 7th edition to know further details about format/style.

2. Avoid Plagiarism. Overall Similarity Index Limit (19%), Single Source (4%), AI (4%). For the final plagiarism check an email would be sent by the supervisor on the library's email address i.e. similaritycheck@pu.edu.pk and it should contain the following information and details:

  a. The name of the student, his/her academic program and session, name of the department and the title of the thesis.

  b. The version of the thesis that the supervisor has finally approved as an attachment in MS-Word file format only.

Title (Sample Page)

Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nec risus pretium, condimentum leo imperdiet, iaculis lacus (Hochschild, 1997). According to Hochschild (1997) Curabitur volutpat sagittis facilisis. Aliquam eget magna pharetra, venenatis metus vel, volutpat nunc. In feugiat ligula quis tellus consectetur malesuada vel et risus. (Author et al., 2020). Curabitur quis tellus non diam sodales ultrices eu in magna (Author & Author, 2020).

Method

Heading Level 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nec risus pretium,

Heading Level 3

Etiam tempor nisl eu metus facilisis, eget venenatis elit varius. Maecenas nec justo
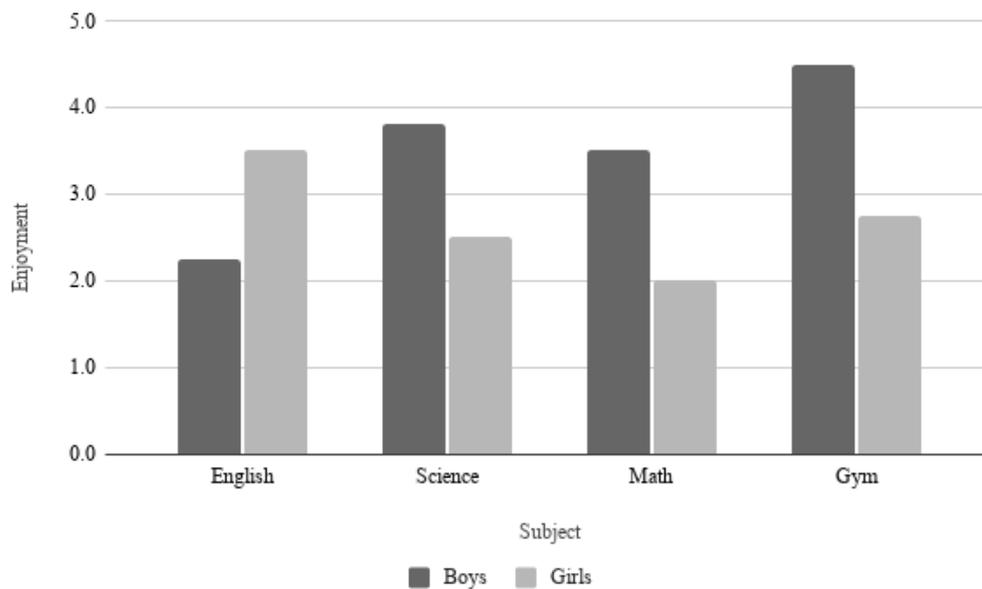
Heading Level 4. Vestibulum fringilla eleifend ante, ut cursus eros condimentum. In

Heading Level 5. Phasellus efficitur mi ligula, ac pretium nulla maximus et. Duis imperdiet varius eros eget lacinia. Sed laoreet commodo ex eget vestibulum.

Table 1

Table Title

College	New students	Graduating students	Change
Cedar University	110	103	+7
Elm College	223	214	+9
Maple Academy	197	120	+77
Total	866	768	98

Note. Adapted from *Book Example*, by A. Author, 2020, p. 100. Copyright 2020 by Scribbr.

Figure 1

Figure Title

Note. Number of boys = 30, number of girls = 31, total *N* = 61.

References

Author's last name, Initial(s). (Year of publication). *Title of the book*. Publisher.

     https://doi.org/DOI

Author's last name, Initial(s). (Year of publication). Title of the article. *Title of Journal*,

     Volume(Issue), Pages. https://doi.org/DOI

Author's last name, Initial(s). (Year, Month Day of publication). *Title of the work*. Website.

     https://URL

Author's last name, Initial(s). (Year of publication). Title of the article. *Newspaper*.

     https://URL

Last name, Initial(s). [Channel]. (Year, Month Day of publication). *Title of the video* [Video].

     Website. https://URL

Organization. (Year of publication). Word. In *Dictionary*. Publisher. https://URL