
PUT HERE THE FULL TITLE OF YOUR THESIS.
THESIS TITLE

*Thesis Submitted in Partial Fulfillment of the Requirements for the Award of the
Degree of*

MASTER OF BUSINESS ADMINISTRATION

BY

PUT YOUR NAME HERE



Under Supervision

Supervisors Name

COLLEGE OF BUSINESS AND FINANCIAL SCIENCES

SAUDI ELECTRONIC UNIVERSITY

2020



Declaration Certificate

The work entitled, “**Put Your Title of Thesis Here**”, embodies the results of the original research work carried out by me in the College of Administrative and Financial Sciences, Department of Business Administration Saudi Electronic University. This research work has not been submitted in part or full for the award of any other degree at SEU or any other university.

Date: - _____

Place: - _____

(Signature)

(Full Name of the Candidate)

Acknowledgement (Optional)

The acknowledgement for thesis is the section where you thank all people, institutions, and companies that helped you complete the project successfully. It is similar to a dedication, except for the fact that it is formal.

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Abstract

Background: - Summarize the latest knowledge on the issue by presenting a statistic, or a trend and explain why your topic is important to study. What is need or rationale of choosing your field of research?

Purpose:-What did you want to find out? Present here the statements of your research questions. What was your research focused on?

Research Design and Methodology: – How did you go about finding it? Which research design you chose and why? What methodology did you use to address the research problem? Provide crisp description of how and when outcomes were measured, including any questionnaire/instruments used, when and how the data was collected, and which statistical methods were used to analyze data and why.

Findings: – What did you find? What data or outcomes did you observe? What trend or relation between the variables you established.

Practical Implications: – Briefly describe how your research findings can be used for policy, practice, or theory building in your field. Nevertheless, you must state how your findings can be important for managers and other practitioners in the industry/corporate world.

Originality/Value – What new or novel knowledge your research contributed to the scholarly or practitioner world.

Limitations and Future Research Directions: -What were the main limitations or constraints that affected your study? Whether these limitations are expected or not, and whether they are due to research design or due to methodology or of any stage of your study. Example; there can be issues with sample size and selection, time constraints or limitations can arise due to absence of previous studies in the field etc.

Further, you must state here the scope for future research in your studied topic. Based on the results of your study, you may state the impact that your research outcome might have on future research or policy decision or the relevant field of interest of your study. Help the researchers by describing how your findings can be further advanced.

CHAPTER 1

INTRODUCTION

1.1. General Introduction

We, human beings, are continuously evolving as indispensable thinking creatures of the universe. The man has come a very long way and has rightly made great strides in almost every conceivable field of achievement. Scientific breakthroughs and technological advancements have enhanced our confidence in understanding or even conquering the nature at large. The man is regarded to be in the midst of best of times, the world have ever witnessed. Some fifty years back, no one could have imagined the level of the technological feat or the extent of global integration of countries which we are experiencing now. Considering the increasing share of emerging economies in the global growth, there have been substantial improvements in enriching the lives of millions of people around the globe.

1.2. Research Questions

The research questions is one of the most important parts of your research project, thesis or dissertation. It's important to spend some time assessing and refining your question before you get started. The exact form of your question will depend on the length of your project, the type of research, the topic, and the research problem. But all research questions should be focused, specific, appropriately complex, and relevant to a social or scholarly issue.

The research questions for this study are:

- 1) What are the skills & resources required for the success of social enterprises & what are those skills where the enterprise can invest in?
- 2) What are the input factors for implementing the social enterprise evaluation process?

1.3. Research Objectives

Formulating research objectives in an appropriate manner is one of the most important aspects of your thesis. This is because research aim and objectives determine the scope, depth and the overall direction of the research. Research question is the central question of the study that has to be answered on the basis of research findings. The objectives of a sample thesis are given under: Hence, the research, "Title of your research" has been formulated with the following primary objective:

- 1) To get a deeper understanding of the critical success factors of social enterprises operating in different social settings in India in terms of their influence in social entrepreneurship success.

Depending upon the nature of your study, you can divide the main objective into sub-objectives also. However, this is optional. You can have only main objective or you can divide it into the required number of sub-objectives depending upon the nature of your study. For example, the above mentioned main objective can be divided into following sub-objectives.

Thus, in accordance with the above-mentioned primary objective, the study was acknowledged with the set of following set of sub-objectives in order to conduct the research in a more comprehensive way:

- ✓ To determine the importance and criticality of individual-level factors of leadership, entrepreneurship orientation, networking, business planning skills and their constituent attributes in social enterprise success.
- ✓ To determine the importance and criticality of organizational-level factors of innovative financing, triple bottom line planning, social enterprise marketing, community engagement, organizational culture, social impact evaluation, frugal innovation, human capital and their constituent attributes in social enterprise success.
- ✓ To determine the importance and criticality of institutional-level factors of Government support and its constituent attributes in social enterprise success.

1.4. Significance of the Study

It provides details to the reader on how the study will contribute such as what the study will contribute and who will benefit from it. It also includes an explanation of the work's importance as well as its potential benefits. For example the above mentioned example, the significance can be written in the following way

The research makes important contributions to existing literature on the critical factors determining the success of social enterprises from both managerial and academic point of view:

1.4.1. Managerial Relevance

The findings of this thesis are of great concern from the managerial point of view as it identifies and analyses the various factors that have a critical role in determining the success of social enterprises. It is also holding immense importance with respect to the social entrepreneurship practitioners, as they can take the strategic decision of the enterprises based upon the knowledge of these factors.

1.4.2. Scientific Relevance

Social entrepreneurship is still considered to be in its budding phase and thus lacks a consolidated foundation and conceptual clarity. The field is having fragmented literature and there is the lack of consensus regarding the framework and theory of social entrepreneurship. While social entrepreneurship remains an underdeveloped field of thought and knowledge, the theories concerning the creation, management, and performance of social enterprises are yet to be crafted. The literature available on the social enterprises is very scant and nothing has been contributed in the way of developing a coherent picture of critical success factors in these enterprises.

CHAPTER 2

REVIEW OF LITERATURE

2. In this chapter all the literature available on the different approaches to the concept of your research is explicitly reviewed. Here you can write the outline or plan of your review like in how many sections and what you are discussing in each section.

2.1. Sample Main Heading

Social entrepreneurship in common parlance refers to entrepreneurial activity with an embedded social purpose. Although, entrepreneurial activities with a social concern can be traced back in the history but the social entrepreneurship as an innovative model for social problem solving has recently emerged (Robinson *et al.*, 2009; Mair & Marti, 2006; Peredo & McLean, 2006; Dees *et al.*, 2002; Chell, 2007). Thus, social entrepreneurship mainly stands for endeavors which primarily focus over social value creation and thus social mission remains central to every social entrepreneurship activity.

The social entrepreneurship has become a global phenomenon, impacting societies by catalyzing social transformations for societal wellbeing. The phenomenon mainly addresses the basic needs of human society which were neglected in the race for mainstream development. As such, the phenomenon can occur in any society and often such local social entrepreneurship initiatives have the potential for scale up and replication at the global level. E-g: Microfinance of Bangladesh.

2.1.1. Sub Heading Sample

You can put any sub heading as per the nature of your study. For-example, for the sample study which was mentioned in chapter 1, the subheading is discussed as follows. According to Margolis & Walsh, (2003) “the world cries out for repair and social entrepreneurs are called upon to play a central role in fighting against deep-seated problems of human misery”. Consequently, social entrepreneurship as a phenomenon is eliciting profound interest among the elites as well. Successful business men who have earned substantially in the past are now dedicating significant resources to support social entrepreneurship. For instance, the world’s largest search engine, “Google” has started to award social entrepreneurs (globalimpactchallenge.withgoogle.com), Jeff Skoll (co-founder of e-bay) has donated 4.4 million pounds for establishing a research Centre for social entrepreneurship (www.skollfoundation.org); Jeff Bezos (founder of Amazon), recently announced a one million

US dollar award for innovative approaches and breakthrough solutions to effectively improve communities or the world at large (www.amazon.com).

2.2. Sample Main Heading 2

As described above, the idea of social enterprise is certainly not new as businesses with social missions can be traced back in the nineteenth century. Thus, the practice of social enterprise may well be ahead of the theory as in other areas of social action (Sarah *et al.*, 2002).

2.2.1. The Sub Heading

The social entrepreneurs are seen to lead some ‘unique endeavors’ through the establishment of some social purpose organizations. Although, entrepreneurs in general do launch or operate an organization but it is not assumed to be a necessity (Peredo, 2003). Likewise, all businesses and start-ups are entrepreneurial in nature (Carland, *et al.*, 1984), but there are good numbers of reasons to well be ahead of the theory as in other areas of social action (Sarah *et al.*, 2002).

2.2.1.1. The Sub Sub Heading

The social entrepreneurs are seen to lead some ‘unique endeavors’ through the establishment of some social purpose organizations. Although, entrepreneurs in general do launch or operate an organization but it is not assumed to be a necessity (Peredo, 2003).

Table (2.2.1.1): Title of Table (Sample Table)

Motives, methods, and goals		Purely Philanthropic ←		→ Purely Commercial	
		Appeal to goodwill Mission driven Social value	Mixed motives Mission and market driven Social and economic value	Appeal to self-interest Market driven Economic value	
Key stake-holders	Beneficiaries	Pay nothing	Subsidized rates, or mix of full payers and those who pay nothing	Market-rate prices	
	Capital	Donations and grants	Below-market capital, or mix of donations and market-rate capital	Market-rate capital	
	Workforces	Volunteers	Below-market wages, or mix of volunteers and fully paid staff	Market-rate compensation	
	Suppliers	Make in-kind donations	Special discounts, or mix of in-kind and full-price donations	Market-rate prices	

2.3. Sample Main Heading 3

As described above, the idea of social enterprise is certainly not new as businesses with social missions can be traced back in the nineteenth century. Thus, the practice of social enterprise may well be ahead of the theory as in other areas of social action (Sarah *et al.*, 2002).

2.4. Hypothesis

Write here the hypothesis of your study. It can be only one or it can be even more than one as per your choice and nature of study. For example, for the sample example provided in chapter one, the hypothesis can be like follows.

For the purpose of achieving the objectives of the study, few hypotheses were presumed. These were formed on the basis of previous and current studies on the topic of critical success factors of social enterprises; the hypotheses are described as follows:

Hypothesis -1

H1_a: The possession of strong business planning skills in key individuals of social enterprises is significantly associated with the success of social enterprises.

Hypothesis -2

H2_a: Having a strong entrepreneurship orientation in social entrepreneurs is significantly associated with the success of social enterprises.

CHAPTER 3

THE METHODOLOGY

3. In this chapter, the research process of your thesis is to be well-defined and described sequentially. Starting with (1) research preparation, research approach; process of the survey, concerning research design, participants/respondents, sampling procedure and survey design, sample plan, research instrument, method of analysis and the limitations are discussed in detail.

3.1. Research Approach

Research approach is a plan and procedure that consists of the steps of broad assumptions to detailed method of data collection, analysis and interpretation. It is therefore, based on the nature of the research problem being addressed. The researcher's choice of a particular research approach is governed by the nature of the research problems he/she wants to solve (Yin 1994; Merriam 1998).

3.2. Research Design

Research design represents the overall functional plan or blueprint (Babbie & Mouton, 2008) for the research project. Whereas research methodology refers to the standard set of tools, techniques, and approaches used for the purpose of collecting, analyzing and interpreting data by the researcher, the research design is the purposeful way in which such methods are linked together to address the research questions or reach conclusions. Tempering an appropriate research design is critical for the attainment of specified goals or objectives outlined for the research project. Therefore, the research design is ought to be trustworthy and reliable while being scientifically grounded (Cooper & Schindler, 2006; Churchill & Iacobucci, 2002). The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

CHAPTER 4

ANALYSIS AND RESULTS

4. This chapter analyses and interprets the data collected. The chapter discusses the results of the study. You can divide the chapter into the desired number of sections and sub-sections. Analysis is still a method or a tool being used to break down your findings.

4.1. Put Sample Main Heading

Here you can write the first part of your results and analysis section. For example, you can put here the demographic data analysis etc. You can divide it into as many number of sub-sections as required.

4.2. Put Sample Main Heading

Here you can write the second part of your results and analysis section. For example, you can put here main data analysis with the corresponding results etc. You can divide it into as many number of sub-sections as required.

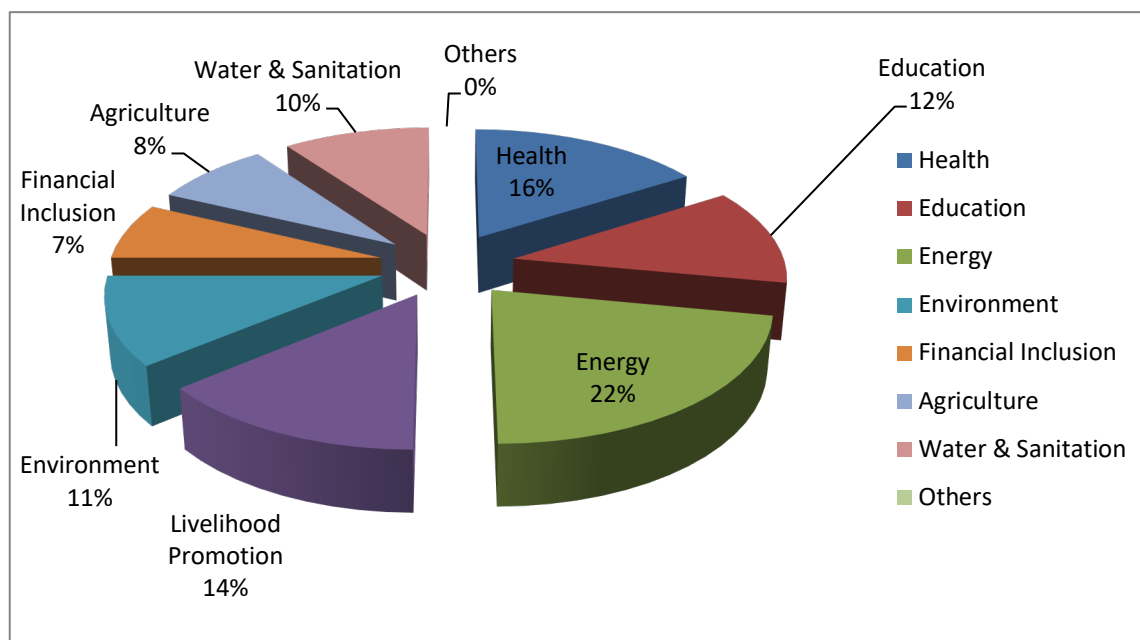


Figure (4.2.1): Response Summary as per the Type of Social Enterprises' Legal Structure

(Replace or Delete as required)

CHAPTER 5

DISCUSSION AND CONCLUSION

5. This chapter contains an extensive coverage for discussion, interpretation and validation of the survey results. Further, the chapter delineates the discussions on the part of study limitations and prospectus for future research, and leads to a broad conclusion at the end of the chapter.

5.1. Discussion

The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated and to explain any new understanding or insights that emerged as a result of your study of the problem. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but the discussion does not simply repeat or rearrange the first parts of your paper; the discussion clearly explain how your study advanced the reader's understanding of the research problem from where you left them at the end of your review of prior research level.

5.2. Conclusion

The conclusion is intended to help the reader understand why your research should matter to them after they have finished reading the paper. A conclusion is not merely a summary of your points or a re-statement of your research problem but a synthesis of key points.

5.3. Managerial Relevance

Write here an account of the managerial relevance of your study. Just to revise the one mentioned in chapter 1 in light of the findings of the study.

5.4. Scientific Implications

Write here an account of the scientific implications of your study. Just to revise the one mentioned in chapter 1 in light of the findings of the study.

5.5. Limitations and Scope for Future Research

Every study has limitations. Study limitations can exist due to constraints on research design or methodology, and these factors may impact the findings of your study. However, many researchers are reluctant to discuss the limitations of their study in their papers, feeling that bringing up limitations may undermine its research value in the eyes of readers and reviewers.

You may choose to conclude the section by making suggestions for further research. Although your study may offer important insights about the research problem, this is where you can

address other questions related to the problem that remain unanswered or highlight previously hidden questions that were revealed as a result of conducting your research. You should frame your suggestions by linking the need for further research to the limitations of your study [e.g., in future studies, the survey instrument should include more questions that ask..."] or linking to critical issues revealed from the data that were not considered initially in your research.

References

- 1) Acs, Z. J., & Audretsch, D. B. (2005). Entrepreneurship, innovation and technological change. *Foundations and Trends in Entrepreneurship*, 1(4), 1–65.
- 2) Adams, C. (2015). *Understanding integrated reporting: The concise guide to integrated thinking and the future of corporate reporting*. Do Sustainability.
- 3) Adler, P., & Kwon, S. (2002). Social capital: Prospects for a new concept. *Academy of Management Review* 27(1) 17-40.
- 4)

SAMPLE ANNEXURE

As an expert reviewer to the Questionnaire on the Critical Success Factors in Indian Social Enterprises, it would be highly appreciated if you could also answer the following diagnostic questions related to the questionnaire. Please select the option that is most appropriate.

Please put a tick mark against your choice in appropriate box as per the following scale

←----->

1=To no degree 2=To a less degree 3= To a fair degree 4=To a high degree 5= Totally

Part-I

Question/Statement	1	2	3	4	5
1. To what degree did you comprehend the questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. To what degree did you understand the aim and objectives of the Questionnaire?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. To what degree did you feel that the Questionnaire was comprehensive in its coverage of possible critical success factors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. To what degree did you feel that the Questions were logically structured in the questionnaire?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part-II

1. How long did it take to complete the questionnaire? Please tick (✓) against your choice

0-10 min. 10-20 min 20-30 min >30 min

2. Did you find the instructions provided to complete the questionnaire clear and simple? Please tick (✓) against your choice

Yes No

3. Your other observations/comments about the questionnaire. Please elaborate
Use extra sheet attached (if necessary)

End - thank you very much for your participation!

