Front-page: A student can design the front page of an assignment or term paper by using any relevant images.

Front-page Sample:

Term Paper Cover Sample:

Aastha: An innovative Business Idea

MKT101 (Section)

Prepared for

Faculty Name
Designation
Department of Business Administration
East West University

Prepared by

Student Name
ID:
Bachelor of Business Administration
East West University
17 May 2019

Term paper Cover Guidelines:

Font: Times New Roman

Title Font Size: 16/18

Course Code Font Size: 16

Other Font Size: 12

- Do not put any kind of logo on cover
- Equal top and bottom margin
- 1 inch left and right margin
- Use of transparent white sheet for binding is preferred.
- If the term paper is a group work then use table format for the prepared by section:

Name	ID	Participation (%)
1. Name		50%
2. Name		50%

- The participation column represents the work percentage/workload of each member

Note:

1. University name must be written as "East West University" (Capitalize each word) or "EAST WEST UNIVERSITY" (UPPERCASE). Do not write university name as "EAST WEST University"
2. Please write Course Instructor's Name Designation accurately as well as your ID, Course Code, and Section.

General Guidelines for students' assignment/term-paper/report:

- Margin: Keep 1-inch margin on all four sides
- Font: Times New Roman for the entire assignment.
- Font Size: Body of the assignment should maintain 12 font with single line spacing
- Font color: Black
- Spacing: Leave a blank line between paragraphs.
- Alignment: Justify
- Headings: Use bold, not underlining or italics.
- Sub-headings: May use *Italic,* but not bold or underlined
- Number all pages except the title page. The front page of your report does not count as part of the allocated number of pages
- Your assignment should not be more than 10% under or over the prescribed word count. Remember that the title/title page, reference list, and appendices are not included in the word count.
- Do not copy-paste the output from your statistical software package; rather, ensure your tables are easily interpretable by the reader. That is, spend time formatting tables, choose clear variable names, and provide a clear title and preamble for each table. Tables and figures must be numbered and clearly labeled. Table captions are placed above the table, while captions for the figures go below the figure.
- Your report must include a list of the full references for the papers you cite in your report. Spend time checking your report for spelling and grammatical errors before submitting it. Also, check the consistency of your reference list.

**Instructor will impose penalties for any departures from these formatting instructions.

Letter of Transmittal

Full name of Supervisor
Designation,
Department of Business Administration
East West University
Aftabnagar, Dhaka-1212, Bangladesh

Subject: Term paper on a New Business Plan "Aastha".

Dear Sir/Ma'am,

It gives us immense pleasure in submitting to you the report on "**Aastha**" which is the new market plan under our preparation.

While preparing the report, we closely focused on the topic & tried to assimilate and to provide the most complete information available. We believe that it will provide you a clear scenario of the service, how to capture the target customers, how the company could position etc.

We thank you for allowing us to do a term paper on a new idea. This will definitely give us an experience which we can use in our professional life. We will be always available for any further queries and to answer any questions on this report.

Sincerely,

Student Name
ID:
On behalf of the Group

Acknowledgement

This is an optional page. Use your choice of paragraph style for text on this page. Example is shown below:

I would like to express my utmost gratitude and wholehearted appreciation to all those who helped me and provided me with the opportunity to complete and present this report.

First of all, I would like to thank my honorable faculty supervisor, Faculty Name, Designation, Department of Business Administration, East West University for providing me with the opportunity to observe and analyze such an interesting topic and for his/her supervision, relentless guidance and invaluable advice whenever needed.

I would also**……………………………………………………………..**

Table of Contents

List of Tables

List of Figures

Note: The contents page should list the different chapters and/or headings together with the page numbers. Your contents page should be presented in such a way that the reader can quickly scan the list of headings and locate a particular part of the report. You may want to number chapter headings and subheadings in addition to providing page references. Whatever numbering system you use, be sure that it is clear and consistent throughout.

Executive Summary

An executive summary provides an overview of the main points of a larger report. It is often written to share with individuals who may not have time to review the entire report. The reader should be able to make a decision based only on reading the executive summary. An executive summary should summarize the key points of the report. It should restate the purpose of the report, highlight the major points of the report, and describe any results, conclusions, or recommendations from the report. It should include enough information so the reader can understand what is discussed in the full report, without having to read it. An executive summary should be clear and concise.

As an executive summary is more like a 30-second or a one-minute version of the entire report, it should answer the reader's questions in brief.

✓ For a report or an article, the executive summary might answer these questions:

- Briefly, what is this about?

- Why is it important or Why was it undertaken?

- What are the major findings or results?

- What more is to be done or How will these findings be applied?

✓ Executive summaries are usually organized according to the sequence of information presented in the full report, so follow the order of your full report as you discuss the reasons for your conclusions

✓ Executive summaries are usually proportional in length to the larger work they summarize, typically 10 to 15 percent. Most executive summaries are 1 to 2 paragraphs

✓ Don't introduce any new information that is not in your report

1.0 Introduction

The introduction sets the scene for the main body of the report. The aims and objectives of the report should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description of research methods, the parameters of the research, and any necessary background history should be included.

You can use different headings and subheadings under the Introduction Part. For example,

1.1 Origin of the Report:

This report was given to us as a part of the partial requirement of the "Course Title" (Code) of Bachelors of Business Administration program of East West University. Our course instructor Faculty Name, Designation has assigned us this report as a part of the course. Sir/ Ma'am has authorized the task of writing this report on a group/individual basis.

Objective of the Study: Describe concisely what the report is trying to achieve. It summarizes the accomplishments a researcher wishes to achieve through the project and provides direction to the study. For example;

The primary objective of the study is to learn the practical implementation of the taught theories in the course. Other objectives include;

- To encourage innovative thinking of students.
- Motivate them to be future entrepreneur
- To let the us recognize how to prepare a business plan.

** Objectives and scope of the study will differ based on the course/study type/ instructor's requirement.

1.3 Scope of the Study:

This study will help to a paradigm shift in the process of digitizing the health sector of Bangladesh. Our idea will help to reduce the mortality rate by ensuring proper vaccination. This report will provide a view of its overall condition of facilitating health care services and proper immunization for the infants and, women in prenatal and postnatal stages.

Time frame of the study: The time it takes for a student to participate will be different for each type of study.

1.4 Limitation of the Study: The limitations of the study are those characteristics of design or methodology that impacted or influenced the application or interpretation of the results of your study. For example;

We can't prepare a report without limitations. As this is a new idea; lack of information and time constraints was a big challenge for preparing the report.

1.5 Methodology of the Study: (May be different based on study type)

The methodology or methods section explains the type of research you did, how you collected and/or selected your data (primary/secondary sources), how you analyzed your data and the reasons for choosing those methods. It should outline: the participants and research methods

used, e.g. surveys/questionnaire, interviews and refer to other relevant studies. Methodology allows readers to evaluate the reliability and validity of your research. For Example;

Both primary and secondary information was used to address the study objectives. Primary data sources are talking sessions with the community health workers, informal discussion with professionals' and Government authorities. The secondary data sources are different books, published reports, manuals, and statistical reviews.

2.0 Literature Review:

(Optional based on the type of paper/ instructor's requirement)

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

Conducting a literature review involves collecting, evaluating, and analyzing publications (such as books and journal articles) that relate to your research question. There are five main steps in the process of writing a literature review:

1. Search for relevant literature

2. Evaluate sources

3. Identify themes, debates, and gaps

4. Outline the structure

5. Write your literature review

The purpose of a literature review is to provide a review of writings on the given topic in order to establish the reviewer's position in the existing field of scholarship on that topic. A literature review provides a reader with a comprehensive look at previous discussions before the one the reviewer will be making in his/her research paper, thesis, or dissertation. A good literature review doesn't just summarize sources – it analyzes and critically evaluates to give a clear picture of the state of knowledge on the subject.

** After the literature review the discussion part will start. A student will design this part according to them based on the work and research they have done.

3.0 Discussion (Main Body)

The main body of the report is where you discuss your material. The facts and evidence you have gathered should be analyzed and discussed with specific reference to the problem or issue. If your discussion section is lengthy you might divide it into section headings. Your points should be grouped and arranged in an order that is logical and easy to follow.

Use headings and sub-headings to create a clear structure for your material. You can divide your discussion part in different chapters as well. Use bullet points to present a series of points in an easy-to-follow list. As with the whole report, all sources used should be acknowledged and correctly referenced.

(Chapter No.) Findings

The results/findings section of the paper is where you report the findings of your study based upon the information gathered as a result of the methodology [or methodologies] you applied. The results section should simply state the findings, without bias or interpretation, and arranged in a logical sequence. The results section should always be written in the past tense. A section describing results [a.k.a., "findings"] is particularly necessary if your paper includes data generated from your own research.

(Chapter No.) Recommendation

After describing and evaluating your options, you will recommend the one you think is best and provide a discussion of the reasons why you recommend it. In other words, defend your recommendation thoroughly in this section.

(Chapter No.) Conclusion

In the conclusion part, you should show the overall significance of what has been covered. You may want to remind the reader of the most important points that have been made in the report or highlight what you consider to be the most central issues or findings. However, no new material should be introduced in the conclusion.

REFERENCES:

It is essential to include a reference list or bibliography of the reference material you consulted during your research for the report.

Useful links to learn about reference styles and how to do referencing properly:

https://apastyle.apa.org/instructional-aids/reference-guide.pdf

https://library.westernsydney.edu.au/main/sites/default/files/pdf/cite_APA.pdf

Appendix:

Information that is not essential to explain your findings, but that supports your analysis (especially repetitive or lengthy information), validates your conclusions or pursues a related point should be placed in an appendix (plural appendices). Sometimes excerpts from this supporting information (i.e. part of the data set) will be placed in the body of the report but the complete set of information (i.e. all of the data set) will be included in the appendix. Examples of information that could be included in an appendix include figures/tables/charts/graphs of results, statistics, questionnaires, transcripts of interviews, pictures, lengthy derivations of equations, maps, drawings, letters, specification or datasheets, computer program information.