



**INTERNATIONAL SCHOOL  
OF ECONOMICS MNU**

**M. Narikbayev KAZGUU University**

**International School of Economics**

**Bachelor Thesis/Project Guidelines**

**IT in Business**

**BBA in Information Technologies**

**2026**

## 1 introduction / General provisions

A Bachelor thesis is the final stage of the bachelor programme summing up the results of an independent study in a particular professional field. The thesis (project) enables to assess the level of a graduate's professional knowledge and skills acquisition, their ability to substantiate their solutions in particular real-world situations, their research skills.

Thesis (project) preparation and defence accounts for 12 ECTS.

A thesis (project) is aimed at:

- systematising, consolidating and deepening theoretical knowledge and practical skills to solve specific problems relevant for a student's professional area;
- developing skills of carrying out independent applied research;
- applying and practising research, presentation, writing and teamwork skills.

Students should use academic language while writing a thesis and provide well-reasoned and evidence-based arguments, ideas and recommendations. Students must also demonstrate an ability to work with academic sources and, when relevant, official documents. Students should familiarize themselves with the academic integrity policy and rules and follow them throughout the research project.

The recommended size of the thesis (project) at the level of an undergraduate programme is from 15 to 25 pages of the printing text without appendices. Normally, this would correspond with 6000-12000 words. A shorter thesis (not less than 10 pages) is acceptable when justified.

The topics of theses (projects) are developed by the students under the guidance of their supervisors (research tutors) assigned by the ISE Academic Quality Committee and approved by the Committee **two weeks before the beginning of the Spring Semester**. The list of topics with the students' and their supervisor's names is prepared for approval by the Vice Dean for Undergraduate Studies.

Theses (projects) can be carried out in groups (up to three students). Implementation of a graduate project in groups enables to assess such additional skills as teamwork, ability to manage group work, ability to define and use their strengths to achieve common goals, etc. Students working in groups are expected to allocate duties and responsibilities of each participant in achieving the aim of a project and to clearly state the contribution of each participant to the project.

Direct supervision of the student thesis is performed by the assigned research supervisor. At a primary stage, the preliminary plan of the future thesis and the corresponding timeline should be discussed with the supervisor and approved by him/her.

The research supervisor of the thesis (project) is obliged to:

- guide the students with choosing the topic of their thesis and preparing its plan and timeline;
- guide them with choosing appropriate research methods;
- advise on the selection of literature and theoretical underpinnings;
- exercise systematic control over the thesis (project) performance according to the agreed plan and timeline;
- assess the quality of the thesis (project) performance according to given requirements;
- provide formal written feedback on the thesis/project after its completion.

The preliminary defence procedure is scheduled approximately **one month before the final submission deadline**. It is the formal procedure when the assigned panel consisting of 2-4 faculty members assess the preparedness of the project for the final defence. The panel has a right to exclude the project from

the final defence in cases when the project is unlikely to be ready for the defence considering the timeframe and recommend the students to take a gap year or semester.

The final submission deadline is announced in due course and communicated to the final year students via their official university emails.

Students should submit their theses/project via Canvas that will routinely check every thesis via StrikePlagiarism. Students have a right to submit their theses/project even if they have received negative feedback from their supervisor. A supervisor (unlike the pre-defence panel) has no right to exclude a thesis he/she has supervised from a defence. However, the supervisor's feedback must be taken into account over the final assessment.

### **Requirements for the code of the final product:**

Students should submit product code via Canvas:

- All file codes should be archived using .zip extension
- Organize your code logically into files and directories.
- Use meaningful names for files, directories, variables, functions, and classes.

Documentation:

Include comments throughout your code to explain complex logic, algorithms, or decision-making processes.

Provide a README file that includes:

- Overview of the project
- Installation instructions
- Usage instructions
- Any other relevant information about the project

Coding Standards:

- Follow established coding conventions and style guidelines for the programming language(s) you're using.
- Maintain consistent formatting, indentation, and naming conventions throughout your codebase.

The defence of a thesis (project) is an oral public presentation (for about 15 minutes) in front of the authorized Attestation Committee followed by the questions and answers (Q&A) sessions. The defence will be scheduled in accordance with the Academic Calendar.

The following sequence for the presentation is recommended:

- Motivation behind the thesis and the relevance of the topic.
- The research question and the aims of the study.
- Brief literature review and previous examinations.
- Methodology of the study.
- Results and their interpretations.
- Demonstration of the product (platform, application, software, etc.)
- Conclusions and recommendations where appropriate.

The thesis/project will be assessed by the Attestation Committee against the following criteria:

#	Criterion	Weight
1	Relevance and clarity of the research question	5
2	Appropriateness and clearness of the research design and methodology	10
3	Quality of the literature review (theoretical underpinnings and previous examinations)	5
4	Quality of the data description part (collection of the data where appropriate and/or description of the data)	10

5	Quality of the main part of the research (for example, econometric estimations, survey results, interviews, data analysis, narrative, etc.)	10
6	Quality of the research results' interpretations and discussion	10
7	Quality of the final product (code clarity and structure; completeness of the product)	20
8	Quality of the presentation – visualization, flow, clarity, team work, balance between presenters, articulation of the thesis to the audience, etc.	20
9	Quality of the answers to the questions	10
*Bonus points might be considered by the Committee individually, for example, for the excellent presentation, outstanding answers to the questions, novelty of the research question, etc.		

The undergraduate thesis is not expected to make a new contribution to the field and the criterion of the original contribution is not assigned as a criterion for assessment.

**The thesis must be performed independently, use of materials without references to their source is strictly prohibited. The thesis should be submitted through Canvas as a text-based PDF or Word file and routinely checked for plagiarism via StrikePlagiarism. The University declares zero tolerance towards plagiarism.**

## 2 Structural requirements

The quality of the thesis (project) is defined by how fully its text meets the criteria of integrity, consistency and cohesion.

A thesis has to include:

<b>Cover page</b>	Appendix A
<b>Abstract</b>	Abstract explains the relevance and importance of study and summarizes the main results obtained. The abstract must be concise, clear, coherent and easy to read. Abstract length - 1-2 paragraphs (about 200-400 words). It should not contain quotes. Do not repeat the title of the thesis in the abstract.
<b>Table of contents</b>	Appendix B
<b>Introduction</b>	1-3 pages This section should explain the motivation behind the topic and brief description of the methodology and results.
<b>Body (the main chapters of the thesis)</b>	10-20 pages This section comprises literature review, methodology, data analysis and presentation of the main results and their interpretations.
<b>Conclusions</b>	1-3 pages This section concludes and gives some general information about perspectives for further research in this area.
<b>Bibliography</b>	It comprises the list of references of all publications used in a thesis including online sources.
<b>Appendices</b>	If necessary Contain supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research.

Every effort should be made to have the manuscript as perfect as possible in form and appearance. Pages containing handwritten corrections, typewritten strikeovers and unsightly erasures and the like will not be accepted.

### 3 Citations / References

We recommend using IEEE citation style ([Manuscript Templates for Conference Proceedings | IEEE](#)).

There is a useful number of web resources guiding through the IEEE style recommended for use:

- [https://owl.purdue.edu/owl/research\\_and\\_citation/ieee\\_style/ieee\\_general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/ieee_style/ieee_general_format.html)
- [Free IEEE Citation Generator and Format | Citation Machine](#)

*Example of cover page*



**International School of Economics**

**Makhmetov M. A.**

**Econometric analysis and forecasting of inflation in Kazakhstan with the Phillips curve**

**Thesis submitted for  
the degree of Bachelor in  
6B04110 IT in Business**

**Supervisor: \_\_\_\_\_**

**Astana 2026**

## Appendix B

### ***Structure for BBA in IT thesis***

#### **Title page**

#### **Acknowledgement (Optional)**

#### **Summary (Optional)**

#### **Table of contents**

#### **Introduction**

- Background of the project and its significance
- Objectives and scope of the project
- Research questions or hypotheses

#### **Literature Review**

- Overview of relevant literature related to the project
- Theoretical framework and related concepts
- Analysis of previous research and studies related to the project

#### **Methodology**

- Description of the methodology used in the project
- Research design and approach
- Data collection and analysis methods

#### **Analysis and Results**

- Description of the IT product developed and its features
- User requirements and feedback
- Analysis of the product's performance and usability
- Results of any experiments or testing conducted
- Effectiveness of the solution and application to the business/industry

#### **Discussion (Optional)**

- Interpretation of the results and findings
- Comparison of the product with similar ones in the market
- Strengths and weaknesses of the product and the development process
- Recommendations for further improvement and development

#### **Conclusion**

- Summary of the main findings and conclusions
- Implications of the project for the field of IT and for future research
- Limitations and suggestions for further research

#### **References**

- List of all sources cited in the text, following the appropriate citation style

#### **Appendices**

- Any additional materials that support the project, such as diagrams, charts, and tables.

## Appendix C

### List of ISE majors with the codes

6B04102 Economics  
6B04112 Business Administration in Economics and Data Science  
6B04104 Finance  
6B04114 Business Administration in Finance  
6B04101 Accounting and Audit  
6B04111 Business Administration in Accounting  
6B04106 Management  
6B04115 Business Administration in Management  
6B04107 Marketing  
6B04117 Business Administration in Marketing  
6B04110 IT in Business  
6B04116 Business Administration in Information Technology  
6B03103 International Relations