Assignment Instructions: Data Collection via Google Form

Objective:
The purpose of this assignment is to create a Google Form based on the provided questionnaire to collect data for our study on **Leadership Development Programs for Students in Bangladeshi Universities: A Needs Assessment**. You are required to gather responses from a minimum of 50 participants, export the data to an Excel file, and submit the completed file by the assignment submission date. This exercise will help us understand student perceptions and needs regarding leadership skills and program design in Bangladeshi universities.

Step-by-Step Instructions:

1. Create the Google Form:

- **Design the Google Form** based on the questionnaire provided for this study, which explores key areas of leadership skills and competencies required by university students.
- **Question Formatting**: Ensure each question aligns with the format specified in the questionnaire (e.g., multiple choice, Likert scale, short answer). Proper formatting will facilitate easier response collection and data analysis.
- **Informed Consent Section**: Add an opening section explaining the purpose of the research, stating that participation is voluntary, and assuring respondents of anonymity and confidentiality. Confirm their consent to use data for research purposes by adding a mandatory "I agree" checkbox before proceeding to the questions.

2. Survey Collection:

- **Distribute the Google Form link** to your target audience. Aim to reach a minimum of 50 respondents who are university students in Bangladesh.
- **Diverse Representation**: To ensure a balanced perspective, gather responses from students across different universities, programs, and years of study. This will improve the representativeness and quality of the data collected.
- **Utilize Networks**: Use social media, email, student groups, or other platforms to share the form with individuals who are interested in leadership development and student programs.

3. Export Data to Excel:

- After reaching the minimum of 50 responses, open the Google Form's linked response sheet in Google Sheets.
- **Download the responses** as an Excel file by selecting **File > Download > Microsoft Excel (.xlsx)** from the Google Sheets response document.

4. Submission:

- Review your Excel file to verify that the data is **accurate** and **complete**.
- **File Naming**: Save the file in the following format: **YourId_YourName_MKT330_Assignment.xlsx**.
- Upload the completed Excel file by **November 26, 2024**, to the designated submission link: Assignment Submission Link. < https://forms.gle/rbVWXriFZdyUevSa6 >

Checklist for Assignment Submission:

- Google Form created according to the provided questionnaire.
- Minimum of 50 responses collected from students across multiple Bangladeshi universities.
- Responses downloaded in Excel format.
- Excel file reviewed for accuracy and completeness.
- Excel file saved in the correct format.
- Assignment submitted to the provided link by November 26, 2024.

Assignment Submission Date:
26 November 2024

Note:
Please make sure to fulfill all data collection and submission requirements by the deadline. Late submissions may impact grading. If you have questions regarding any part of the assignment, feel free to reach out before the submission date.

Good luck, and thank you for your commitment to this research initiative! Your participation in this data collection exercise is highly appreciated and vital to understanding and advancing leadership development programs in Bangladeshi universities.