

DISSERTATION GUIDELINES

**FOR PROJECT DISSERTATION OF
IV SEMESTER MBA STUDENTS, 2014**

Canara Bank School of Management Studies

Bangalore University

Bangalore

INTRODUCTION

The M.B.A course of Bangalore University requires every student to prepare a dissertation on a live/latest business/management/organization problem/issue as a partial fulfillment of the course. This dissertation is equivalent to 12 credits or two elective courses. Students are expected to carry out their work with commitment, quality and integrity. It carries a maximum of 200 marks and 50 marks for the Viva-voce examination.

1. Objectives:

The objectives of the Dissertation for MBA students are:

- a. To demonstrate the student's knowledge of the literature relating to the problem of study.
- b. To reveal the student's ability to collect, analyze, interpret and synthesize information/data.
- c. To present the results obtained, in a sequential and logical manner.
- d. To display the student's ability to discuss coherently the meaning of the results.

2. Types of Dissertation:

The dissertation may be based on either of the dual-specializations opted by the student. The dissertation may comprise of descriptive, analytical or exploratory methods. Case Studies, tactical problem solving and experimental methods may also be followed.

3. Regulations:

- 3.1 **Commencement:** The dissertation will commence immediately after the completion of the III Semester examinations and be submitted as per the Calendar of Events issued by Bangalore University from time to time.

3.2 Registration of topic: Once the topic is chosen, the student shall submit a duly filled in Registration Form to the guide. The format of the Registration Form is shown in Appendix I. This Registration form shall be maintained by the Institution.

Dissertation on issues or problems in organizations is preferred. In the case of more than one student doing the dissertation in same organization, the students should ensure that the topic of research must be entirely different. The problem could be either organization specific (not necessarily business organization) or freelance which means across organizations, sectors or respondents as the case may be.

3.3 Synopsis: The submission of synopsis must be as per the time schedule and the prescribed format. The format for the synopsis is shown in Appendix II.

3.4 Dissertation Work Diary: Students and the guide shall have regular interaction. The Dissertation Work Diary shall be maintained by the respective guides in order to enhance the quality of dissertation. The format for the Dissertation Work Diary is shown in Appendix III.

3.5 Duties of the Faculty guide:

- The faculty guide shall monitor the progress of the students under their guidance from the selection of the topic to the submission of the report.
- The faculty guides are authorized to reject the dissertation if it does not meet the expected standard quality or the guidelines.

4. Format of the research report:

4.1: Suggested Chapter Scheme:

A. Preliminary pages:

- Cover Page and Title Page (Format – Appendix IV)
- Certificate from the Company (not mandatory, depends upon the type of dissertation carried out)
- Declaration by the student (Format – Appendix V)
- Certificate of Originality by the Institution (Format-Appendix VI)
- Acknowledgements
- Table of Contents (Format- Appendix VII)
- List of Tables (Format – Appendix VIII)

- List of Graphs (Format – Appendix IX)
- Executive Summary (Not exceeding 500 words)

B. Chapters:

Chapter One: Introduction.

Chapter Two: Profile of the organization/s/Respondents.

Chapter Three: Research Design

Chapter four: Data Analysis and Interpretation (in one or more parts.

Chapter Five: Summary of findings, conclusion and suggestions

- Bibliography (Format - Appendix X)
- Appendices / Annexures

4.2: Chapter Contents:

Suggested contents for chapters are as follows:

Chapter One: Introduction- Industry Scenario - Macro and Micro(relating to the industry of the dissertation)- Theoretical background of the topic

Chapter Two: Profile of the organization/s/Respondents

- a. Name of the company and its history
- b. Vision and Mission Statements
- c. Product profile
- d. Competitors
- e. Market share
- f. Milestones achieved / awards received
- g. Corporate Social Responsibility
- h. SWOT assessment

Chapter Three: Design of dissertation

- a. Review of literature (as cited in synopsis)
- b. Statement of the problem/Need for the study

- c. Objectives of the study
- d. Hypothesis(if any)
- e. Scope of the study
- f. Operational definition of the concepts
- g. Methodology
- h. Data collection
- i. Sampling
- j. Plan of analysis
- k. Limitations of the study
- l. Chapter Scheme:

Chapter Four: Data analysis and Interpretation

Systematic analysis of primary or secondary data collected with proper headings, intro, data tables etc, analysis and findings

Chapter Five: Summary of findings, Conclusions and Suggestions.

5. Presentation of the report:

- a. Typing should be done on one side of the A-4 size paper.
- b. The left side margin should be 1.75 inches, the right, top and bottom margin should be 1 inch each.
- c. Font size: Chapter heading: 18; Sub-heading: 14 and text of the running matter: 12.
- d. Fonts to be used are Times New Roman.
- e. The text of the project should have 1.5 line spacing; quotations and foot notes should be in single-line space.
- f. Chapter heading should be capitalized and should be kept at center.
- g. Tables, graphs and diagrams should have respective number, captions and source.
- h. The body of the report must not be less than 50 pages.

- i. All pages in main text should carry the Arabic numerals placed on the bottom at the centre. The Title page, Acknowledgement, Table of contents etc. should be numbered in lower case Roman numerals.
- j The numbering of chapters, divisions and sub-divisions should be done, using Arabic numerals only. For example, sub-division 2 under division 4 of chapter 3 should be numbered as 3.4.2.
- k. Table and Figures appearing in the main text should have appropriate numbers and captions. The third table in Chapter Two, the number of Table should be assigned as 2.3. Tables and Figures should appear at the centre.
- l. Endnotes should be numbered consecutively within each chapter or throughout the entire report. Citations on the main text should carry the author(s) name with year, say for example, Sharma (2011) or (Sharma, 2011) as the case requires. The full reference for the citation should appear in the Bibliography.

6. Plagiarism:

- a. Copying of material from any source without appropriate referencing the source will initiate plagiarism procedures. University will initiate stern action.
- b. All the material that relates to the dissertation, including completed questionnaires or tapes from interviews, should be shown to the guide and to be retained by the students until the University has declared the results. Students are advised not to dispose off the material away once their dissertation is submitted, as they might be asked to present it as part of the viva voce or otherwise.
- c. Any kind of plagiarism noticed by the examiner will entitle the University to book a case as malpractice.
- d. It is expected that every institution creates necessary awakening among students and faculty guides about avoidance of plagiarism and maintenance of quality.

7. Research Guides:

A Faculty with at least 3 years of teaching experience at Post-graduate level is eligible to guide. A maximum of 10 students can be guided by each guide. This can be extended up to 12 in deserving cases with the prior approval of Director, CBSMS.

Instructions to guides:

- a. Guides should encourage students to take up contemporary/current and industry-relevant topics for dissertation.
- b. Guides should encourage primary data collection wherever possible. However, in case of secondary data, care should be taken to ensure relevance, adequacy and discretion.
- c. Guides must ensure proper monitoring if the student is pursuing dissertation outside the geographical limits of Bangalore University.

8. Institutional Responsibilities:

The Principal/ Director/HOD/of the Institute should ensure the quality of dissertation work. Also, they should ensure that guides are trained adequately to supervise the research work. They are accountable for quality work without any kind of plagiarism. The institution must ensure that the dissertation reports are submitted in time to University and make the students available for viva-voce examinations.

9. Submission of copies:

Three hardbound copies of dissertation along with soft copy (CD) have to be submitted. Spiral binding, plastic comb binding will not be accepted. The office shall send (i) One copy to their library; (ii) one hard copy and one soft copy in CD to the University for Evaluation; (iii) the third copy is intended for the student concerned.

Appendix I

Name of the college and address

MBA Dissertation 2014

Registration Form

1. Name of the Student :

2. Name of the Guide :

3. Proposed research area : HR/Marketing/Finance/Systems/Production/Any other

4. Proposed research topic :

5. Write a brief note on your topic: (Minimum 150 to 200 words)

Student's Signature:

Approval of the guide

Guide's Signature with date

Appendix II

Format of Synopsis

- The synopsis should not exceed 2 pages (1,000 words)
- The cover page of the synopsis shall be the same as the cover page of the dissertation
- The content of the synopsis:
 - Literature Review (at least 5 citations)
 - Need for the study
 - Objectives
 - Hypothesis (if any)
 - Scope of the study
 - Methodology
 - Sampling
 - Data collection
 - Plan of Analysis, and
 - Chapter Scheme

Both soft and hard copy of the synopsis and Registration form shall be maintained by the respective Institutions till the viva-voce examinations. They have to be produced as and when the examiners/BU authorities ask for.

Appendix III

DISSERTATION WORK DIARY

Date of the meeting	Topics discussed	Progress as on date	Signature of the faculty

The Guide and student are expected to meet at least once in a week.

Appendix IV

COVER PAGE & TITLE PAGE

Title < Font size Arial Narrow 18-All caps & Bold>

Dissertation submitted in partial fulfillment of the requirements for the
award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

< Font size Arial Narrow 14-All caps & Bold>



By(Font Size 14-Italic)

Name

Reg. No. ...

Under the guidance of

Name of guide .

Designation of guide

Institution

Bangalore University

2013–2014(Font Size 14)

Appendix V

DECLARATION BY THE STUDENT

I hereby declare that “*Title of the project*” is the result of the project work carried out by me under the guidance of *Name of the Guide* in partial fulfillment for the award of Master’s Degree in Business Administration by Bangalore University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Place:

Name :

Date:

Register Number:

Appendix VI

CERTIFICATE OF ORIGINALITY

(To be given by the Institution on its letterhead)

Date:

This is to certify that the dissertation titled"-----
-----"is an original work of Mr./Ms._____; bearing University Register Number
_____ and is being submitted in partial fulfillment for the award of the Master's
Degree in Business Administration of Bangalore University.The report has not been submitted
earlier either to this University /Institution for the fulfillment of the requirement of a course of
study

SIGNATURE OF GUIDE

SIGNATURE OF DIRECTOR/PRINCIPAL/HOD

DATE:

DATE:

Appendix VII

Table of Contents

CHAPTER NO.	PARTICULARS	PAGE NO.
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	List of Abbreviations	
	Executive Summary	

Bibliography

Appendices

Appendix VIII

LIST OF TABLES

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2.1	Advertising gains	46

Appendix IX

LIST OF FIGURES/GRAPHS

Figure No.	Description	Page No.
1.1	Map of India	08
3.1		24

Appendix X

Bibliography (System of Referencing)

References should be indicated in your dissertation in the following format:

Books

Abraham, K. (2001) *The Dynamics of Economic Reforms (Economic Liberalisation and Political Transformation)*, New Delhi: McGraw Publishers.

Edited Volume

Aharoni, Y. (2009) “On Measuring the Success of Privatisation”, in Ramamurthi, R. and Vernon, R. (eds) *Privatisation and Control of State Owned Enterprises*. Washington, D.C.: World Bank.

Journals

Boardman, D. and Vining, S. (1989) “Ownership in Competitive Environments: A Comparison of the Performance of Mixed, Private and SOEs”, *Journal of Law and Economics*, April, Vol. 1, No,32, pp.16-9.

Reports and Gazettes

Asian Development Bank (2008) *India: Statistical Abstract 2008*, April, 2008, Manila, ADB.

Newspapers and Magazines

Ahluwalia, M. (2003) ‘Some of the criticism directed at the IMF is not valid’, an exclusive interview, **D+C [Development & Cooperation]**, September, vol.30.

Websites

Ministry of Finance(2008) “Privatisation”, Viewed on 06/11/2003 in the MoF Website, <http://www.mof.in/~epa/Privatise/index.html>.

Ram Mohan, T.T. (2004) “Privatisation in China: Softly, Softly Does it”, accessed on 02/10/2010 at <http://www.iimahd.ernet.in/publications/public/Fulltext.jsp?wp-no=2004-09-04>.