

Masters of Business Administration (MBA) – Semester - 4

Course Teaching Plan

Course Title: Dissertation

Course Code: 340030402

Course Credit: 10

1. Course Introduction

Dissertation is an integral part of the academic curriculum of MBA. For the successful completion of MBA program, the students will have to undergo comprehensive project called dissertation during the fourth semester, and submit a “Dissertation Report” by the end of the semester. Students are required to adhere the prescribed format and duration. This is supposed to be an extensive piece of research work wherein the students provide specific expertise in their field of specialization.

2. Course Objectives:

- It aims at widening the student's perspective by providing an exposure to real life organizational environment and its various functional activities.
- It aims to enable the students to explore an industry/organization, build a relationship with a prospective employer and sharpen their skills in a familiar field.
- It provides valuable knowledge and networking experience to the students

3. Course Learning Outcomes:

CLO1: Develop critical thinking skills to understand the specific problem of the organization and undertake an intensive research-based investigation to identify solutions and answers.

CLO2: Demonstrate the ability to learn about problems faced by businesses and ways of finding remedies for them.

CLO3: Ability to develop recommendations for the organization to resolve the problems.

CLO4: Extend experience into areas of personal interest, innovation and analytical skills.

CLO5: Develop critical thinking skills pertaining to an entire industry and develop a comprehensive view of the environment.

CLO6: Develop a research based and thorough business plan and report for strategy development and decision making which provides an opportunity for sustainable development.

4. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	3	-
CLO2	3	3	3	3	-
CLO3	3	3	3	3	-

CLO4	3	3	3	3	-
CLO5	3	3	3	3	-
CLO6	3	3	3	3	-

Correlation levels: 3= 'High', 2= 'Medium', 1= 'Low' and - = 'No correlation'

5. Implementation of Dissertation

- The student has to undertake project individually or in a pair of two students. Report is to be submitted by every individual student / pair of students.
- If the project is undertaken at an organization, the process involves working under the mentorship of an executive of the respective organization along with the guidance of the faculty of the university. The student is expected to first understand the organization and the industry in which it is operating. Then, the student is expected to work on the specific topic of study, its objectives, its rationale, and adopt a research methodology which helps to identify a relevant analysis procedure for the completion of the study. Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- If the CP is undertaken independently, the student should identify a highly relevant topic in his/her domain area of specialization. He/she can then carry out a research- intensive project pertaining to the selected topic.
- The student should prepare a report and submit one copy to the organization and one copy to the university. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student may also obtain a certificate from the organization/s where the project was done and attach the same with the copy submitted to the institute. (Sample format of Certificate and other initial pages are attached in Annexure I).
- The university will arrange the external viva - voce for dissertation. The student is expected to make a 15 – 20 minutes presentation before the examiner regarding the project work undertaken, which will be followed by questions by the examiner.

6. Evaluation of Dissertation

- It carries 10 credits. The marks will be awarded in proportion of 50:50 by external and internal examiners respectively.
- Internal Viva: Internal viva will be conducted where internal faculty guide will give marks to each student appearing for Viva in consultation with an external person(s) called from industry.
- External Viva: External examiner (Experts of different domains) from the industry and academics shall be appointed to evaluate each student's dissertation work. Evaluation parameters given in Annexure II.

Annexure I: Formats for Report Submission

TITLE OF THE DISSERTATION

(Front Page)

Dissertation submitted to the L J
University

For the partial fulfilment for the award of the degree of
Master in Business Administration

By

Name of the Student

(Registration No. :)

Under the Supervision of
Name of Supervisor (s)



L. J. University (LJU)

LJ Campus, Near Sarkhej-Sanand Circle, Off, Sarkhej - Gandhinagar Hwy,
Ahmedabad, Gujarat, India 382210

Month Year

SECOND PAGE

INSTITUTE CERTIFICATE

This is to certify that the work contained in the dissertation entitled “**Title of the Thesis**”, submitted by **Name of the Student (Regd. No.: XXXXXXXX)** for the award of the degree of **Master in Business Administration** to the **L J University, Ahmedabad, Gujarat, India** is a record of bonafide research works carried out by him/her under my direct supervision and guidance.

I considered that the dissertation has reached the standards and fulfilling the requirements of the rules and regulations relating to the nature of the degree. The contents embodied in the dissertation have not been submitted for the award of any other degree or diploma in this or any other university.

Date:

Place:

Signature of Supervisor
Designation
Name
Department

THIRD PAGE: COMPANY CERTIFICATE (IF APPLICABLE)

FOURTH PAGE: PLAGIARISM REPORT

FIFTH PAGE
DECLARATION

I certify that

- a. The work contained in the dissertation is original and has been done by myself under the supervision of my supervisor.
- b. The work has not been submitted to any other Institute for any degree or diploma.
- c. I have conformed to the norms and guidelines given in the Ethical Code of Conduct of the University.
- d. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them by citing them and giving their details in the references.
- e. Whenever I have quoted written materials from other sources and due credit is given to the sources by citing them.
- f. From the plagiarism test, it is found that the similarity index of whole thesis within ____% and individual chapter is less than ____ % as per the university guidelines.

Date:

Place:

Name of the Student

Regd. No.:

SIXTH PAGE
ACKNOWLEDGEMENT

Write an acknowledgement for maximum of two page. The candidate should convey his appreciation to all whom have played a role for completion of his/her dissertation work. The supervisor, head of the department, faculty members, friends etc may be acknowledged. Any controversial statement or non-academic/abused sentiments are not allowed to write in this page. At the end scholar should put his/her signature.

Name of the Student

SEVENTH PAGE:
ABSTRACT

The abstract should be of 500 words maximum including keywords.

Abstract should highlight the sequential work of dissertation. The objectives and findings should be correlated and clear. The brief summary of the dissertation with details of highlighting various chapter should be included in the abstract. The introduction and literature review are not required to incorporate in the abstract part of the thesis.

Abstract should be compacted within three pages of around 500 words. At the end of the abstract, seven to nine keywords should be mentioned. Keywords are the important words of the thesis.

Keywords: Maximum 7-9 keywords should be mentioned

EIGHT: LIST OF DEFINITIONS (IF ANY)

NINE: LIST OF ABBREVIATIONS

Abbreviations should be alphabetically written

Abbreviation	Description
MBA	Master in Business Administration

TEN: LIST OF FIGURES

Chapter 1 Page No.

Figure 1.1:

Figure 1.2:

Chapter 2 Page No.

Figure 2.1:

Figure 2.2:

ELEVEN: LIST OF TABLES/FIGURES

Chapter 1 Page No.

Table 1.1:

Table 1.2:

TABLE OF CONTENTS OR RECOMMENDED FORMAT OF REPORT WRITING

Each Chapter must be listed in the table of contents. Additional subheadings may also be included. The table of contents must be formatted so that each level of heading is clearly distinguished and page numbers are easily found.

Sample

Preface	i
Acknowledgement	ii
Definitions	iii
List of Abbreviations	iv

Table of Contents	v
List of Figures.....	vi
List of Tables	vii
Abstract	viii
Chapter 1. Introduction	1
Chapter 2. Literature Review	7
2.1 Literature Survey	8
2.2 Gaps Found	17
Chapter 3. Objectives, Scope, and Rationale of the study.....	19
3.1 Objectives	20
3.2 Scope	22
3.3 Rationale	24
Chapter 4. Methodology.....	26
4.1 Problem Formulation	27
4.2 Hypothesis Formulation	32
4.3 Research Design	37
4.4 Sample Size and Sampling Techniques	39
4.5 Data Collection Methods	41
4.5.1 Primary Data Collection	42
4.5.2 Secondary Data collection	44
4.6 Data Analysis Plan	45
4.7 Chapter Scheme	47
4.8 Ethical Considerations	49
Chapter 5. Analysis and Interpretation	51
5.1 Data Analysis	52
5.2 Hypothesis Testing	67
5.3 Results and Interpretation	77
Chapter 6. Main Findings & Conclusion	78
6.1 Main Findings	79
6.2 Conclusion	84
6.3 Suggestions	87
Chapter 7. Future Scope of the Work	89
References/ Bibiliography.....	91
Appendices	100

Annexure II: Parameters for Evaluation:

The marks will be awarded on the following aspects:

- i) Introduction of problem/topic: Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).
- ii) Literature Review: Published studies, review of similar studies, objectives, formulation of the problem, scope, and rationale of the study.
- iii) Methods / Methodology adopted for the study: Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.
- iv) Analysis and conclusions: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
- v) Presentation of the report, format of the report, flow of the report, language, etc.
- vi) Performance during VIVA: Style of presentation, performance in the question answer session, time management, language, etc.

Annexure III: Formatting Specifications

- A. Dissertation to be hard bound.
- B. One hard bound copy to be submitted to the University.
- C. Dissertation to be submitted should consist the following:
 - i) Title page as per Annexure-I.
 - ii) Institute Certificate as per Annexure-I.
 - iii) Company Certificate (If Applicable)
 - iv) Plagiarism Report
 - v) Declaration by the student about the originality as per Annexure-I
 - vi) Acknowledgement as per Annexure-I
 - vii) Abstract as per Annexure-I
 - viii) Table of content as per Annexure-I
 - ix) List of definitions
 - x) List of abbreviations as per Annexure-I
 - xi) List of tables/figures as per Annexure-I
 - xii) Chapters
 - xiii) Bibliography
- D. Plagiarism check is essential and plagiarism certificate shall be issued by the University. Maximum permitted limit for similarity index is 30%.
- E. The dissertation shall consist of 80-100 pages with minimum five chapters inclusive introduction to conclusion.

F. Periodic Review Meetings

- i) There shall be a periodic review meeting of the students with their supervisors at a gap of 15 days. The student is required to sign the Dissertation progress tracker. The progress tracker shall be submitted to the Evaluation committee.
- ii) The submission of the work shall be on periodic basis.
- iii) The students shall submit the draft of the Dissertation in soft copy to their respective supervisors for the plagiarism test to be conducted.
- iv) The final draft shall be submitted in hard copy in the last working day of March.

G. Formatting Rules

1. Each chapter should have a title, which should be in the center in uppercase.
2. All pages must be numbered with the preliminary pages marked in roman numbers, and the main chapters, annexures and references/bibliography in numeric style, beginning from page number 1. All numbers should be placed in the bottom, right side of the page.
3. Margin of the left should be 1.5 inches, with top, bottom and right hand margin at 1 inch.
4. Font size:
 - i) Level One Heading - Times New Roman, font size — 14, Numbered, Centered & Bold
 - ii) Level Two Heading - Times New Roman & font size — 12, Left aligned & bold.
 - iii) Level Three Heading - Times New Roman & font size — 12, left aligned & Italicized
 - iv) Font size to be used for the text shall be Times New Roman 12 with the line spacing of 1.5.
 - v) Font size for footnote shall be Times New Roman 10.

H. Citation Style: APA 6th style shall be followed.