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Dissertation is your original / authentic research work. The dissertation is the final stage of the Masters degree and provides you with the opportunity to show that you have gained the necessary skills and knowledge in order to organise and conduct a research project. It should demonstrate that you are skilled in identifying an area, or areas, suitable for research: setting research objectives; locating, organising and critically analysing the relevant secondary data and authoritative literature; devising an appropriate research methodology; analysing the primary data selected and drawing on the literature in the field; drawing conclusions; and if appropriate making relevant recommendations and indications of areas for further research.

**Marks: (02 credits) - 50-marks-concurrent evaluation parameters**

- 1) Class Participation/ attendance / discussions/meeting with guide during the course period
- 2) Presentations of Research Proposal & Submission of hard copy before **15<sup>th</sup> March, 2019**
- 3) Meetings with Guide/ Supervisor (two times in a month)
- 4) Submission of research report / dissertation in prescribed format – two hard copies & one CD- last date **31<sup>st</sup> March 2019** (printing on both side is allowed)
- 5) Viva voce internal evaluation –**First week of April 2019**
- 6) **Viva voce –University (50 marks) – Second week of April**

**Aims of the Dissertation**

This document is intended to guide you through the dissertation process. It can only offer suggestions; there is nothing that can be said which will guarantee the production of a fine piece of work, but these are suggestions which, through time, have been found to be both practical and effective. You should read this guide before starting your dissertation and consult it as necessary throughout the process. The Masters level dissertation is distinguished from other forms of writing by its attempt to **analyse** situations in terms of the ‘bigger picture’. It seeks answers, explanations, makes comparisons and arrives at generalizations which can be used to extend theory. As well as explaining **what can be done**, it addresses the underlying **why**. The most successful dissertations are those which are **specific and narrowly focused**.

The aims of the dissertation are to:

- put into practice theories and concepts learned on the programme;
- provide an opportunity to study a particular topic in depth;
- show evidence of independent investigation;
- combine relevant theories and suggest alternatives;
- enable interaction with practitioners (where appropriate to the chosen topic);

- show evidence of ability to plan and manage a project within deadlines

After completion of the dissertation students should be able to:

- define, design and deliver an academically rigorous piece of research;
- understand the relationships between the theoretical concepts taught in class and their application in specific situations;
- appreciate practical implications and constraints of the specialist subject;
- Understand the process and decisions to be made in managing a project within strict deadlines

### **Style of Dissertation:**

Dissertations need to demonstrate knowledge and understanding beyond undergraduate level and should also reach a level of scope and depth beyond that taught in class. All dissertations must be presented in an appropriate academic style and format to ensure that the precise aims of the dissertation are met. It is important that the aims and objectives of the dissertation are clearly expressed and are achievable within the scope of the dissertation framework. Academic style does not just refer to the clarity of expression, grammar, use of citation and referencing but relates to a clearly structured approach to the justification and validation of facts, theories and opinions presented to form a precise argument.

### **Role of Supervisor:**

1. To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
2. To assist the student in tailoring the proposal to the time and other resource constraints.
3. To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
4. To advise on the choice of suitable methodological approach (es).
5. To monitor progress and to advise on what is required to achieve a satisfactory dissertation.

### **Role of Student:**

1. To maintain regular contact with the academic supervisor, to keep records of the meetings. It is the student's responsibility to inform their supervisor of progress and to lead the development of the dissertation.
2. To write the dissertation in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
3. To write the dissertation with guidance from the supervisor. The dissertation and research work must be your own. The dissertation is to reflect your subject understanding and research abilities, not that of your supervisor.
4. To get regular guidance from academic supervisor or faculty, to be sincere and stick to the ethics of research process and avoid plagiarism.

- The purpose of meeting with supervisor is to discuss progress and resolve any difficulties. You will be expected to take a proactive approach to these meetings and bring material or options to be discussed rather than expect your supervisor to say what should be done next.
- A record will be kept of each of these meetings detailing the dates of meetings, what was discussed and any action points. This may be written by the academic supervisor and the students.
- Submitting research proposal, final dissertation as per the **schedule decided -only in the prescribed format**, this is your original, independent and thoughtful research work

**Use of proper research methodology:**

- What are the research problems that need to be addressed
  - What are your research objectives?
  - What are your research hypotheses? Source of primary data & secondary data
  - What is the sample size, type of sampling, sampling frame?
  - Plan of data collection, and methods for data analysis and reporting
- Following books are recommended..
    1. *Research methodology* by C R Kothari, New Age Int. Publication
    2. *Business Reserch Methods* by William Zikmund, Cengage Learning
    3. *Business Research Methods* by Naval Bajpai, Pearson
    4. *Business Research Methods* by Donald Cooper , TMGH

## **Research Proposal for presentation & submission of hard copy – before 15/03/2019**

*The research proposal shows that you have thought through what the main research objectives are to be, that you have identified the main sources of primary and secondary data and that you have given thought as to the research methodology.*

*The research proposal should include:*

### **(a) A working title**

*Your title can and probably will change but using precise wording even at this early stage will help to keep your dissertation properly focused.*

### **b) An Introduction to the Topic**

*This will include a brief description of the topic, the aim, research objectives and research questions to be addressed*

*The **aim** of the research provides a description of what you want to achieve from carrying out this research. The **objectives** of the research outline the particular issues that you need to address in order to achieve the aim above. They are more specific than the aim, in that they outline the particular dimensions of your research topic, which are relevant to the overall aim of your research. The **research questions** are more specific than your research objectives and specify the various insights/information that need to be collected in order to achieve the objectives. Keep in mind that the research question often starts with a Why, How, or What.*

**(c) A Preliminary Literature Review** which indicates: (i) that you have studied the work of the major authors in your research field (ii) that you are familiar with the major themes relevant to that subject area (iii) what further investigations you intend to pursue as part of this dissertation. You should bear in mind that you are reviewing the literature in order to develop sharper, more insightful and focused research questions about your topic. Therefore, your literature review should lead to and justify your research objectives and questions.

**(d) The Detailed Research Methodology** which you intend to employ. The methodology section should discuss what methods you are going to use in order to address the research objectives of your dissertation. You need to justify why the chosen methods were selected as the most appropriate for your research, amongst the many alternative ones, given its specific objectives, and constraints you may face in terms of access, time and so on.

**(e) Timetable- Gantt Chart of Research plan:** detailing how you anticipate completing the dissertation by the submission date and, if company-based projects, the means of liaising with the company to ensure the specific objectives are achieved within stipulated time period.

**(f) References prefer APA style**

**(g) Limitations-if any**

**(h) Annexure –if any**

*(10 to 15 pages of research proposal has to be submitted in hard copy format to your academic supervisor for the approval and suggestions)*

## **Writing the Dissertation**

Word count: If you are writing a dissertation by research, 15,000 to 20,000 words Total 40 to 50 pages

Sequence of Report for Dissertation..

### **1) Title Page:**

Submission of Dissertation

Subject code: 402

"Title"

By

"Name of the Student"

(Only name, do not mention qualifications)

Under the guidance of

"Name of the faculty"

Submitted to

"Savitribai Phule Pune University"

For the award of the degree of

Master of Business Administration (MBA)

(Institute logo)

Through

Dr. Vithalrao Vikhe Patil Foundation's Institute of  
Business Management & Rural Development,  
Ahmednagar-414111.

(Month and Year \_\_\_\_\_)

- 2) **Acknowledgements-**
- 3) **College Certificate-**given by institute after completion of dissertation
- 4) **Abstract -**
- 5) **Table of Contents-** in details as follow...

LIST OF TABLES..... I  
 LIST OF FIGURES..... II  
 LIST OF ABBREVIATIONS ..... III

**CHAPTER 1- INTRODUCTION-----** 1 to 10..

- Purpose of the Study
- Problem and Significance
- Objectives /Hypotheses
- Definition of Terms
- Limitations & delimitations

**CHAPTER 2—LITERATURE REVIEW -----**

**CHAPTER 3—METHODOLOGY-----**

- Research Design
- Instrument
- Data Collection
- Data Analysis techniques

**CHAPTER 4—DATA ANALYSIS.....**

**CHPATER 5– RESULTS & DISCUSSION-----**

- Findings
- Implications of the Limitations on Present and Future Research
- Recommendations

**CHAPETR 6 –CONCLUSION -----**

**REFERENCES-----**

**APPENDICES-----**

Questionnaire etc

**Formatting tips**

- a) Use font Times New Roman, font size-12, headings only in bold font
- b) Page A4, margins-left 1.5 inch and top, bottom, right-1.0 inch
- c) Line spacing -1.5 lines only –justified alignment
- d) Page nos at bottom-centrally aligned
- e) For References and in text citations –use APA style only-6<sup>th</sup> edition
- f) Binding –hard black cover-embossed in golden color letters
- g) Use good quality paper-A4 size, executive bond papers -preferred
- h) Both side printing preferred
- i) Do not use company logo, brand name, trademarks inside the dissertation
- j) Cross check each word for spelling, check for grammar and then submit two hard copies and one soft copy to your supervisor..



Dr. Vithalrao Vikhe Patil Foundation's  
**Institute of Business Management & Rural Development**  
[www.ibmrd.org](http://www.ibmrd.org)

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***CERTIFICATE***

This is to certify that \_\_\_\_\_ (name of the Student), student of MBA II<sup>nd</sup> year of AY 2018-19 has completed the dissertation (subject code 402) under the supervision of Prof. \_\_\_\_\_

Particulars of the Dissertation are –

1. Specialization – \_\_\_\_\_
2. Title of Dissertation – \_\_\_\_\_

It is hereby certified that the Dissertation was carried as per the norms prescribed by Savitribai Phule Pune University, Pune.

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Certified by,

Sign  
(Name of Dissertation Guide)

Dr Arun Ingle  
Director

Date –  
Place-