

GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration,

Branch: International Business

Semester: 4

Subject Code: 2549301

Gujarat Technological University

Master of Business Administration

International Business



Handbook

of

Dissertation

(Applicable from Academic Year 2023 - 24 onwards)

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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

MASTER OF BUSINESS ADMINISTRATION-

INTERNATIONAL BUSINESS (MBA-IB)

GUIDELINES FOR DISSERTATION (MINOR RESEARCH)

1. INTRODUCTION:

The students will have to undergo Dissertation (Minor Research) in the selected specialization during the Fourth Semester, and submit a “**Dissertation report**” by the end of the semester.

Dissertation (Minor Research) is an integral part of the academic curriculum of MBA (IB). For the successful completion of the MBA (IB) programme, students are required to undergo Dissertation as per the prescribed format and duration. The Dissertation is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization. Students can choose to undertake the project either with an organization or can carry out a research independently.

2. OBJECTIVES:

Dissertation undertaken with an organization:

- Learn strategic aspects of the specialization domain
- Select a topic of significant relevance to the organization and undertake an intensive research based investigation to identify solutions and answers. This shall serve the objective of enabling students to learn about problems faced by businesses and ways of finding remedies for them. In developing recommendations for how the organization might resolve the issue, students are expected to synthesize business concepts learned in the program and demonstrate their real-world business applications.
- Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.

Dissertation undertaken independently:

- Provide students an opportunity to apply the knowledge and skills acquired in their courses to a specific problem or issue.
- Allow students to extend their academic experience into areas of personal interest, working with new ideas, issues and individuals.
- Students can undertake a study pertaining to an entire industry and develop a holistic and macro view of the environment.
- Students can undertake a fully-researched, costed and complete business plan for a new business venture which might justify investment against a predicted return. They shall still have to conduct a full literature review relevant to the type of business or proposition. This shall provide students an opportunity to simulate setting up of a new business venture.

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- Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.
- The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

3. GUIDELINES REGARDING CONTENTS AND FLOW:

- The student has to undertake Dissertation individually and submit the report as per requirements.
- If the Dissertation is undertaken at an organization, the process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable 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 Dissertation 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.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. 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 Dissertation was done and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II). It is compulsory to attach the Institute Certificate in all reports.**
- 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 research work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of report should be at the max 10%.**
- Institute's Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.

4. CRITERIA FOR EVALUATION OF DISSERTATION:

The total marks for the Dissertation will be 600 and it carries 10 credits. The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 180 to each student appearing for Viva

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External Viva: External examiner shall be appointed by Gujarat Technological University. He / she will give marks out of 420 on the basis of parameters given in Annexure I.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself / herself before leaving the exam center.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

| Sr. No. | Frequently Asked Questions | Answers of FAQs |
|---------|---|--|
| 1 | What is the duration of Dissertation? | Dissertation has to be undertaken during the fourth semester. |
| 2 | How many students are allowed in one company/organization? | There is no limit on the number of students who can undertake the project in one organization. However, all students must have different topic of research. |
| 3 | Is internship in the organization is compulsory? If Yes, then what would be the duration? | It is compulsory for all the students to work as an intern in any of the organization of their choice for minimum 60 days. At the successful completion of the internship, all students have to submit the certificate of the organization regarding the internship. |
| 3 | How many students can work together on one topic? | The Dissertation must be undertaken individually . |
| 4 | What should be the nature of the project? | The students should undertake a project which explores particular dimensions or domains in their respective areas of specialization and carryout a research work. The project should involve a detailed and systematic research process, and should also incorporate qualitative and/or quantitative data collection and analysis through statistical testing. Students should base their methodology on intensive, relevant and appropriate review of literature. |
| 5 | What are the credits and marks of Dissertation? | Dissertation carries 10 credits and of 600 marks . |
| 6 | Is it compulsory for student to work under the guidance of Internal (Institute) faculty | Yes, it is compulsory for each student to work under internal faculty guide. |
| 7 | What is the proportion of Internal and External marks in Dissertation? | The proportion is 30:70. Out of total marks of 600 the internal examiner has to give marks out of 180 and the external examiner has to give marks out of 420. |
| 8 | Is it compulsory to organize internal VIVA at before University VIVA? | Yes, it is mandatory to organize internal Dissertation viva for the students. The internal evaluation carries 180 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide/panel. |

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| 9 | Is it required to attach company Certificate in the project report? | Yes, it is compulsory for all the students to attach the company certificate for internship of 60 days. |
| 10 | Is it required to attach institute certificate in the project report? | Yes, it is compulsory for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Principal/Director of the institute. |
| 11 | How much plagiarism/similarity is allowed in the report? | Plagiarism is allowed at the max 10%. |
| 12 | If plagiarism is above 10%, what should be done? | If plagiarism is above 10% the said report is not accepted for VIVA. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above the limit, re-work should be given to student. Such students are not allowed to appear in the external viva examination. |
| 13 | Is it compulsory to attach Plagiarism report? | Yes, it is compulsory for all the students to attach plagiarism report in the Dissertation. |
| 14 | Which plagiarism software should be used? | The licensed software must be used to check plagiarism. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism. |
| 15 | What are the passing criteria? | The passing criteria is same like other subjects of MBA (IB). |
| 16 | How many copies of project report are required to submit? | It is compulsory for each student to bring one hard copy (hard bound) of project at the time of University viva. Students are not required to submit hard copy at University. The submission of project report is required as under. For University: Soft Copy with all the scan certificates [Submission in the library] For Institute: One Hard Copy (hard bound) For Student: One Hard copy (Spiral bound) The same hard copy of project has to bring during External Viva For Company/Organization: Soft /Hard Copy (as per requirement of Company) |

Annexure I

6. PARAMETERS FOR EVALUATION:

The internal and external marks will be awarded on the following aspects:

- i) Introduction of problem/topic (10% of total weighted):** Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).
- ii) Literature Review (20% of total weighted):** Published studies, review of similar studies, objectives, formulation of the problem, scope, and rationale of the study.
- iii) Methods / Methodology adopted for the study (20% of total weighted):** Survey, Field Work, Interview, Observation, Secondary data, etc. methods with appropriate justification and reasoning.
- iv) Analysis and conclusions (30% of total weighted):** 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, style, language, etc. (10% of total weighted)**
- vi) Performance during VIVA (10% of total weighted):** Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, etc.

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7. FORMAT FOR REPORT SUBMISSION:

Annexure II

< First Page/Title Page >

Dissertation

On

‘<Title of Project>’

At

<Name of Company / Organization> (If applicable)

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of
Master of Business Administration: International Business (MBA-IB)

Offered By

Gujarat Technological University

Ahmedabad

Prepared by:

<Name of Student>

< Enrolment No.>

MBA IB (Semester - IV)

Month & Year:

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< Second Page>

Date: __/__/____

Company / Organization Certificate<on Company's Letterhead >

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)>of<Name of Institute (Institute Code) > has successfully completed internship and carried out Dissertation titled “.....” at <Name of Company with location > from <Start date of internship> to <End date of internship>.

<Third Page>

Student(s)'s Declaration

(On separate page)

I hereby declare that the Dissertation titled “_____” in (Name of the Company / Organization) is a result of my own work and my indebtedness to other work publications, references, if any, has/have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include 'Fail' in examination or any other punishment that university may decide.

| Enrollment no. | Name | Signature |
|----------------|------|-----------|
| | | |

Place:

Date:

<Fourth Page>

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

<Fifth Page>

Date: __/__/____

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Institute Certificate<on Institute's Letterhead>

[Please attach signed copy of this certificate in the report]

“This is to Certify that this Dissertation Titled “.....”
is the bonafide work of <Name of Student (Enrolment No.)>, who has carried out his / her
research work under my supervision. I also certify further, that to the best of my knowledge the
work reported herein does not form part of any other project report or dissertation on the basis
of which a degree or award was conferred on an earlier occasion on this or any other candidate.
The plagiarism this report which is % and it is within the prescribed limit of 10%.
The separate plagiarism report in the form of html /pdf file is enclosed with this.

Rating of Project Report [A/B/C/D/E]: _____

(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)

(By Faculty Guide)

Signature of the Faculty Guide/s

(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute

(Name of Principal / Director)

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Date: __/__/__

External Examiner Report

Certificate of examiner

This is to certify that research work embodied in this report entitled “_____” was carried out by <Name of Student (Enrolment No.)> of Graduate school of management studies(GSMS).

The report is approved / not approved.

Comments of External Examiner:

| |
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This report is for the partial fulfillment of the requirement of the award of the degree of Master of Business Administration offered by Gujarat Technological University.

(Examiner's Sign)

Name of Examiner:

Date:

Place:

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PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

INDEX (SEPARATE PAGE)

FULL REPORT

Annexure III

8. FORMATTING SPECIFICATIONS FOR REPORT:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Hard Bound
- Number of hard Copies: One for Institute, One for Student
- The WORD file may be converted to pdf format for online submission.

Annexure IV

9. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the Dissertation as an important project for MBA (IB) students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

ROLE OF CP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of Dissertation.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring Dissertation progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during Dissertation
- Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.
- Sharing learning experiences and success stories of Dissertation at mba@gtu.edu.in

ROLE OF STUDENTS:

- Preparing the Dissertation as per guidance from institute faculty guide and company mentor (if any) and submit the same with in time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in Handbook.

ALL THE BEST