



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part Time), 5th Semester
Subject Name: Dissertation Phase-1
Subject Code: 5559901

With effective
from academic
year 2023-24

Gujarat Technological University

Master of Business Administration – Part Time



Handbook of Dissertation – MBA- Part Time

Semester-V

Applicable from Academic Year 2023-24 onwards



Introduction

Every student is required to work on a project in the area of his/her specialization and prepare a dissertation report under the supervision of a faculty guide prior to the actual work, the students are required to submit a synopsis of the dissertation incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Head of Institution. The dissertation can preferably be done in an organization/sector specific for studying a practical problem faced by industry.

Objectives:

- To prepare the MBA-Part Time students for a globally competitive future
- To impart the skills and knowledge of exploring, describing, formulating and writing a good dissertation in the area of Business Management
- To understand the social, cultural, technological, economic, ethical, political, legal, environmental and demographic environment of a business organization and its impact on its business activities
- To be able to carry out Industry Analysis based on Porter's five forces framework
- To be competent to analyze a business organization in terms of SWOT analysis and the functioning of its various departments
- To enhance the research and application skills of MBA-PT management students
- To develop the higher order thinking skills among all stakeholders to meet global competitiveness

The dissertation report can be classified into two major categories

(a) Organization research: The students are required to work part time in the organization under the guidance of an executive who will be the co-guide for the dissertation. The dissertation must include a certificate from the organization duly signed by the co-guide on the organization letterhead mentioning the successful completion of dissertation.

(b) Academic research: The students can take any industry problem based on their interest area in consultation with the project guide. The topic selected by the students must be approved by the Director. The college will take the responsibility of maintaining the quality and authenticity of such dissertation and issue a certificate in college letterhead mentioning the successful completion of dissertation.



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The dissertation duly signed by the guide and certified by the Principal/Director is to be submitted in a spiral bound copy and a soft copy [CD] to the university at the end of the fifth semester before the commencement of the semester examination. The dissertation comprising of 300 marks shall be evaluated by internal examiner for 90 marks and an external examiner for 210 marks. It is compulsory for the student to appear in the internal evaluation of the Dissertation. A minimum of 50 % marks is required for a successful completion of the dissertation work. There shall be a viva-voce examination on the dissertation work. Viva-voce will be conducted by the External Examiners authorized by GTU. Specific guidelines for the same are given below:

Guidelines

The dissertation is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, the student will be required to define an area of investigation, carve out research design, and prepare a research proposal which will be executed as a detailed research project in semester six. The dissertation should demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The students are required to submit a copy of synopsis, and progress reports which is to be sent to the Director of the Institute.

The objective of the dissertation is to help the student develop research ability to apply multi-disciplinary concepts, tools and techniques to solve the organizational problems.

1. Under this programme, every student is required to undertake a dissertation for a period of ten weeks during fifth semester under the guidance of a recognized Faculty Guide. An executive in the host organization could act as a co- Guide. It must be an individual project.
2. On the completion of dissertation, the student is required to submit a report on the work done to the Head of the Institution through the Faculty Guide before commencement of VI semester.
3. Satisfactory completion of dissertation, and Viva Voce examinations are essential requisites for completing the MBA Part time programme.
4. The students need to study a problem/ issue purely based on their area of interest.
5. The students need to submit monthly progress reports. The online submission of progress report is allowed. At the time of presentation, the report should reflect the time and date of submission which is duly signed by guide and student.



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6. The progress report submitted by the student duly signed by the guide will be reviewed by the Director of the Institute. The Director will review progress reports and draft of Dissertation, provide feedback, observation and recommend the dissertation for submission.
7. Any exceptions to the guidelines have to be ratified by Academic Council of GTU on a written request by the Head of the Institution.
8. The registration of topic, submission of synopsis, progress report presentation, dissertation period and submission of Final Dissertation must be completed as per calendar of events which will be declared by the College at the beginning of the fifth semester.
9. Faculty Guide should have a minimum of 5 years' experience. Maximum of 5 students are allowed under each faculty guide.
10. Students shall have regular interaction with the Faculty Guide in order to ensure better Quality of dissertation. The Faculty Guide shall necessarily approve the research design, tool for Data Collection etc. He/ She is authorized to reject the dissertation if it does not meet his/her expected standard quality or the guidelines. In case of the proposal being rejected by the Guide, the student may approach the Director of the Institute and collectively, with the Guide, work out a solution. The Guides should take the responsibility of maintaining the quality and authenticity of the dissertation and issue of certificate of originality.
11. Any attempt to copy from another (Present or Previous) student or to copy large chunks from academic or other sources without approximately referencing those sources will trigger the full weight of plagiarism procedures. University will initiate stern action.
12. In order to avoid plagiarism, the students are required to produce a certificate of anti-plagiarism from the authority recommended by the BoS. Similarity index of 10% is allowed.
13. One spiral bound copy of dissertations along with soft copy [CD] has to be submitted to GTU. This has to be uploaded on the website of the institution after the completion of Viva -Voce Examination
14. The body of the dissertation report must be organized in the following manner.
 - a) Cover Page with Title and other details
 - b) Declaration by the student
 - c) Certificate of originality from the Student and Faculty
 - d) Certificate by Head of the Institution/Organization
 - e) Certificate by the Co-guide from the Organization of work
 - f) Acknowledgements
 - g) Executive Summary [Should not exceed 150 words with five key terms]



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- h) Table of Contents
- i) List of Tables
- j) List of Figures

Chapter 1: Introduction: Theoretical background of the study/ Importance of the topic/Need to study the topic

Chapter 2: STEEPLD Analysis

Chapter 3: Industry analysis as per Porter's Five Forces Model

Chapter 4: Company Analysis/SWOT/Departmental Study

Chapter 5: Research Proposal

Chapter 6: Conclusion References

15. Project report should not be less than 75 pages and not exceed 150 Pages with 12 point Times Roman New Font with 1.5 line spacing.

16. The weightage of each chapter of the Report shall be as given below:

Chapter	Contents	% of Total
1	Introduction –Industry, Competitors, and Growth Prospects	20
2	STEEPLED Analysis	20
3	Industry Analysis based on Porter's 5 force framework	20
4	Company Analysis/SWOT/Departmental Study	20
5	Research Proposal including Conclusion, future scope of research	20
	Bibliography	
	Annexure	

Parameters for Evaluation:

- a) STEEPLD ANALYSIS: Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic analysis of the selected sector/industry
- b) Industry analysis carried out as per the five forces framework of Michael Porter
- c) Study of Present Business with its product/service identification and SWOT Analysis
- d) Study of Export – Import and Investment opportunities for selected and identified industries or business segments between India and the Global Market
- e) Identification of research problem/topic: Clear understanding of the topic/subject; conceptual/theoretical framework of selected topic (if any), supported by detailed literature review



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Evaluation Scheme:

Particulars	Marks	Weightage in %
Internal Evaluation (I)	90	30
External Evaluation (V)	210	70
Total	300	100

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
0	0	12	12	0	0	210	90	300

ANNEXURE - I

Elements of External Environment

An organization's environment includes factors that it can readily affect as well as factors that largely lay beyond its influence. The latter set of factors are said to exist within the general environment. Because the general business environment often has a substantial influence on an organization's level of success, executives must track trends and events as they evolve and try to anticipate the implications of these trends and events on their business.

STEEPLED Analysis

STEEPLED analysis is one important tool that executives can rely on to organizes factors within the general environment and to identify how these factors influence industries and the firms within them. STEEPLED is an anagram, meaning it is a word that created by using parts of other words. In particular, it reflects the names of the eight segments of the general environment: (1) Socio Cultural (2) technological (3) Economic (4) Environmental (5) political, (6) legal (7) Ethical and (8) Demographics. Wise executives carefully examine each of these eight segments to identify major opportunities and threats and then adjust their firms' strategies accordingly.

Eight external aspects influencing organization are considered:

- **Socio-cultural** - social forces influence our attitudes, interests, and opinions, moreover create our behavior and ultimately what we purchase. Trends' changes have correspondingly direct impact on enterprises. These factors contain: structure of population, falling rates, competition, increased of global population, traditions, level



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of education, cultural diversity and standards. More examples of Social and cultural factors affecting business.

- **Technological** - technological advances have greatly changed the manner in which businesses operate. Nowadays technological progress created a society which expects instant results. Here we can mention: new technologies, absorptive capacity for innovation, globalization. New technologies shorten Product life cycle and increase demand for new products. This revolution has increased the rate at which information is exchanged between stakeholders. A faster exchange of information can benefit companies as they are able to react quickly to changes. For example, changes in the rate of new product development, increases in automation, and advancements in service industry delivery. More examples of Technological factors affecting business.
- **Economic** - national interest rates, inflation rates, and fiscal policy is set around economic conditions, besides has influence on purchasing power of consumers and structure of their expenditure. These factors include: gross domestic product (GDP) creating by demand, unemployment rates, levels of disposable income, and the general growth or decline of the economy stock quote, currency rate fluctuations, rate of inflations, market substitutive and complementary, tax policy, price changes, revenues, savings and level of unemployment. More examples of Economic factors affecting business.
- **Environmental** - environmental protection legislation, pollution, waste management and disposal, clean air and water, energy saving technologies, attitudes towards ecology in society etc for example, natural disasters and weather patterns More examples of Ecological factors affecting business,
- **Political** - factors could create plenty of advantages and opportunities for organizations. These factors include: political situation, political stability (stability of governments), state interference, market regulations, trade agreements, tariffs or restrictions, changes in trade restrictions tax policy, lobbying and clarity of law. More examples of Political factors affecting business,
- **Legal** - (subset of above mentioned political factors) involve all regulatory and law determinants that can negatively or positively affect results of market actions and decisions of management of company functioning in particular country. International companies must analyze and identify those factors (legal environment) independently for every state



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they function. For example laws involving issues such as employment, health and safety, discrimination, and antitrust. More examples of Legal factors affecting business.

- **Ethical** factors involve duties, morality, integrity, Behaviour, good and bad for the company, employees and society as a whole. For example ethical and honest work force
- **Demographic:** include trends in demographics such as population size, age, and ethnic mix, as well as cultural trends such as attitudes toward obesity and consumer activism. Corporations should have a detailed understanding of which demographics interact with their brand and products. This means understanding geographic traits too. In some ways, this section of the STEELED analysis follows similar principles as the society (first letter) but focuses on more numerical and straightforward characteristics, like population size, age, and location. For example Population growth rate Age distribution and life expectancy rates, Gender distribution, Social classes, Family size and structure and Minorities

Above mentioned external environment factors, can have both positive influence (then they are called opportunities) or negative influence (and then they are called threats).

STEEPLED analysis example

A STEELED analysis example would be for a company that is planning to enter the electric vehicle market.

- **SOCIAL:** The increasing concern for environmental issues and the desire for sustainable transportation options have led to a growing demand for electric vehicles.
- **TECHNOLOGICAL:** Advancements in battery technology and charging infrastructure have made electric vehicles more practical and convenient for consumers.
- **ECONOMIC:** Electric vehicles tend to have higher upfront costs than traditional gasoline vehicles, but they can offer significant cost savings over time through lower fuel and maintenance costs.
- **ENVIRONMENTAL:** Electric vehicles produce significantly lower emissions than traditional gasoline vehicles, which is a positive impact on the environment.
- **POLITICAL:** Government incentives and regulations in some countries promoting the use of electric vehicles and the phasing out of internal combustion engines, which creates a supportive environment for the electric vehicle market.
- **LEGAL:** There are regulations and standards that electric vehicles must meet, such as emissions standards and safety requirements.



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- **ETHICAL:** Electric vehicles are considered to be more ethical than traditional gasoline vehicles because they produce fewer emissions and have a smaller environmental impact.
- **DEMOGRAPHIC:** People preferences and Diversity in Population and their life pattern will be effect on electric vehicle choice. For example high population countries and low income group countries like china, India and other Asian countries have more use and demand of it.

Based on this analysis, the company may conclude that the electric vehicle market offers significant opportunities for growth and may develop strategies to take advantage of these opportunities, such as investing in battery and charging technology research, partnering with governments to promote the use of electric vehicles and working to lower the upfront cost of electric vehicles to make them more accessible to consumers.

STEEPLED analysis applications

STEEPLED analysis can be used in a variety of contexts and for different purposes, including:

- Strategic planning: STEEPLED analysis can be used to inform strategic planning and decision-making by identifying potential opportunities and threats in a market or industry.
- Marketing: STEEPLED analysis can be used to inform marketing strategies by identifying trends and patterns in consumer behavior and the broader market.
- Business development: STEEPLED analysis can be used to identify potential growth areas and opportunities for expansion.
- Industry analysis: STEEPLED analysis can be used to gain a better understanding of an industry and the external factors that can impact it.
- New venture creation: STEEPLED analysis can be used to evaluate the feasibility of new business venture, by assessing the external factors that can impact it.
- SWOT analysis: STEEPLED can be used as a tool to complete SWOT analysis, where SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

Overall, STEEPLED analysis can be used when an organization or company wants to gain a better understanding of the external factors that can impact its operations, and to develop strategies to respond to those factors.



ANNEXURE - II

Industry Analysis

Industry analysis is the study of a specific market for which a company currently sells its products; or plans to enter in the near future. The process of industry analysis entails studying the scope of competition, possible government intervention, sales trends, socioeconomic variables, customer satisfaction and even the ease of entry in the market.

Porter's five forces analysis for selected industry/sub- segment of product and Industry

Porter's Five Forces Analysis

It is important to have firm knowledge regarding the industry before making the investments and Porter's 5 Forces is the most effective tool for this purpose. The five forces model plays an important role to identify and analyse the primary five competitions in any industry and also provides a clear picture regarding the strengths and the weaknesses of the industry.

This can prove to be a huge difference for someone new in this sector and can help him find his feet. He can use these factors to his advantage so that he can maximize his profit. Porter's Five Forces Model consists of the following sections:

1. Power of Suppliers

It is the power which lay in the hands of suppliers to increase or decrease the prices of certain commodities. It depends on a large number of factors like the number of suppliers present in the market, the quality of the products and if they stand out from the quality of other suppliers, etc. If the number of suppliers in that particular sector is less, then the power of the suppliers tend to increase. Then the entrepreneur has to take into account the idea of alternative suppliers, but that may be difficult due to budget constraints.

2. Power of Buyers

Buyers love to bargain and are more often successful in reducing the prices of products in the market. It also depends on a large number of factors like the number of buyers, size order, the demand of new products among buyers, prices of other alternative products and quality of the products. If the number of buyers is less, they have more control over the prices.

3. Competition with Others



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It is one of the most important factors in the Porter analysis. In the industry market, the number of competitors, as well as their potential, has a major impact. If a newly launched product has a lot of competition, then it might be a problem as the buyers will have a lot of options for purchasing. But this is not the case if there are fewer options in the market.

To get the upper hand in a competitive market, a firm opts for several methods to increase their profit-

- Changing the prices according to the competition
- Improving the quality of the products to attract more buyers
- Innovatively using channels of distribution to grab a new area
- Using the relationship with customers to good effect by satisfying their demands

4. Threat of Getting Substituted

Often customers may find an alternative way to fulfil their demands and they no longer have the necessity to buy these products or services. This can prove to be a major threat to the company. More the number of substitute products available in the market, lesser is the demand for the products. The threat of getting substituted can not only cause an impact on the prices of the products but can also raise the question of sustainability in some cases.

5. Threat Due to New Entry

Not only there is the threat of the direct rivals, but there is also the threat of new firms entering into the picture and causing a major craze in the market. This can harm the sales of products and weaken your position in the market. Free entry markets tend to suffer more in such situations and thus the need for a few entry barriers are a necessity to reduce competition with new firms.

Countering the Five Forces

A strategy can be made to counter Porter's 5 forces model on three levels-

- Corporate level
- Business unit level
- Departmental level

The business unit level acts as an immediate context to industry rivalry. Porter came up with three generic strategies - cost leadership, differentiation and focused on gaining an advantage over the rivals. With the help of a proper generic strategy, firms can enjoy a position where they can use their strengths to good effect and combat against the effects of five competitive forces on them.



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ANNEXURE – III

Company analysis - It contains an evaluation & examination of a company, its financial health & prospects, management strategy or marketing activities & its strengths & weaknesses.

- Vision / Mission / Values statement of companies
- About company – its products, market share, turnover, contribution, manpower status
- Structure of company / Organogram
- History & Milestones of the company
- Location / Manufacturing Units (Domestic as well as International)
- Awards & achievements
- Company – SWOT
- Business strategies like Growth & Expansion plans, diversification
- Strategic Decision Making process
- Financial & Non-financial performance of companies in last 3 years
- Sustainability Performance
- CSR / Corporate Governance Performance
- Supply chain / value chain activities

Departmental Study –

- Study structure of each department
- Objectives / goals of department
- Processes undertaken by departments / flow chart of activities
- Detail study of Activities covered by departments
- Role of technology in various functions

Learning Outcomes – Major learning from company and departmental studies, unique / benchmarked practices observed, how selected company is better over competitors, growth prospects of the company



ANNEXURE – IV

RESEARCH PROPOSAL

The following topics usually will be included.

Introduction

The researcher needs to clearly state what the purpose of the study is and explain the study's significance. The significance is addressed by discussing how the study adds to the theoretical body of knowledge in the field and the study's practical significance for professionals in the field being examined. Students also must explain how their research makes an original contribution to the body of knowledge in their discipline. It is especially critical that this chapter be well developed.

- Broad introduction to the dissertation topic and method.
- Research problem
- Need for the research
- Nominal definitions
- Context

Review of the Literature

The purpose of the study should suggest some theoretical framework to be explained further in this chapter. The literature review thus describes and analyzes previous research on the topic. This chapter, however, should not merely string together what other researchers have found. Rather, the student should discuss and analyze the body of knowledge with the ultimate goal of determining what is known and is not known about the topic. This determination leads to the research questions and/or hypotheses.

- Theoretical foundations
- Literature
- Model
- Hypotheses (in broad sense of the term; also called Propositions)
- Scope of the study - Theoretical assumptions; discuss limitations they impose

Methodology

This chapter describes and justifies the data gathering method used. This chapter also outlines how to analyze the data. The researcher needs to begin by describing the method chosen and why



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this method was the most appropriate. In doing so, one should cite reference literature about the method. Next, every step of the data gathering and analysis process has to be detailed. Although this section varies depending on method and analysis technique chosen, many of the following areas typically are addressed:

- Description of research design
- Description of population and description of and justification for type of sample used or method for selecting units of observation
- Development of instrument or method for making observations
- Administration of instrument or method for making observations (e.g., interviews, observation etc)
- Description of data analysis - Techniques to be used; justification. Nature of relationships expected

Websites which can be referred for secondary data:

- <https://aiaindia.com/>
- https://www.aimotnsb.com/about_aimo.html
- <https://www.assochem.org/>
- <https://www.cii.in/>
- <https://www.cmie.com/>
- <http://dsir.nic.in/>
- <https://ficci.in/api/home>
- <https://www.gujaratchamber.org/>
- <https://www.ibef.org/>
- <https://www.indianchamber.org/>
- <https://www.rbi.org.in/>
- <https://www.mospi.gov.in/>
- <https://www.worldbank.org/en/home>
