

# **Canara Bank School of Management Studies**

**Post Graduate Department of Management**

**Bengaluru City University, Central College Campus**

**Bengaluru – 560001**

## **Guidelines for Project Work**

**(Under Choice Based Credit System – 2019-2020 onwards)**

### **Provisions in the Academic Regulations**

Each candidate should undertake a project work immediately after the second semester examination and submit a bound copy of the report within two weeks of commencement of III Semester. This project, under the guidance of a faculty of the institution, has to be on a live management problem/issue concerning either an organization or otherwise. The purpose of the project is to develop larger life skills and positive attitude among students who have to have wider perspective on society/organization. This could involve a desk study / data analysis / extension work or exploration of an idea or its implementation. In other words, a management student is expected to enrich with competency / skills / attitudes and perspectives about live society and organization.

The duration of the project is four weeks after the completion of II Semester and before the commencement of III semester. There will be 25 marks for project report and 25 marks for viva-voce. A minimum of 25 marks out of 50 is required for a pass in the project work. The viva and the project report will be evaluated by a member of the panel of examiners and the concerned faculty guide. Specific guidelines for the same are given below.

### **GUIDELINES**

1. Under this program every student is required to undertake a project work for a period of four weeks between II and III semesters. It would be carried under the guidance of an identified faculty guide. The institution could identify an external mentor also for the same.

2. On the completion of project work the student is required to submit a report on the work done to the head of the institution through the faculty guide and mentor (if any) within two weeks of commencement of III Semester.
3. Satisfactory completion of project work and obtaining 25 out of 50 marks are an essential requisite for completing MBA Programme.
4. The project work must be a study on **live management problem** or an issue. This could be in the nature of desk study or a field study or extension work or preparation of detailed project report of an idea or exploration of a solution to the problem or implementation of an idea or a project or of any other which reflects the spirit of the regulations.
5. The live management problem or an issue undertaken by student could relate to an organization or general in nature, which is not specific to any one organization. This includes inter-organization or comparative studies also.
6. **It is not an Organizational study nor Dissertation work, it should be in the form of Open Topic**
7. The word organization includes the following
  - a. Micro, Small, Medium or Large Business Organization in any sector
  - b. Educational Institution
  - c. Government Department
  - d. NGO/ CSO/ Voluntary Organization
  - e. Research Body or Development Agency
  - f. Panchayat Raj Institution
  - g. Local Municipal Body, Legislature, Court, Etc.
8. Any full time faculty with a minimum of three years teaching experience at MBA, Part Time or Guest Faculty with minimum of five years teaching experience at MBA or anybody with five years of industry/business/NGO/Govt./ Research Experience are eligible to guide the project work as faculty guide. Head of the institution has to certify the eligibility of such faculty guides.
9. Every faculty guide in an institution can guide a maximum of ten (10) students. Prior permission of the Director/Head, CBSMS is essential for any exceptions.

10. The project report must not be less than 30 pages with 12pt Times News Roman font with line spacing of 1.5. One hard and one soft copy (in CD) have to be submitted to Bangalore University.
11. The copies of all project reports have to be uploaded to the website of the institution
12. The project report must broadly consist of statement of problem, need and relevance of the study, methodology of the study, data analysis and detailed account of work done with date, conclusion / finding, recommendations/suggestions, experiences and learning. Variation in the above content is permitted depending upon the nature of the project work.
13. The evaluation of report and conduct of viva-voce will be conducted by an examiner appointed by BOE, and faculty guide of the project. The average of these two will be taken for final.
14. Formats for various certificates and other issues are given as appendices.

## APPENDIX I

### CONTENTS

#### 1. Chapter –Introduction

- Introduction about Topic
- Statement of the problem
- Need and relevance of the study.

#### 2. Chapter – Methodology

#### 3. Chapter – Strength, Weakness, Opportunities and Challenges ( SWOC ) of the Research

#### 4. Chapter - Outcomes of the Study

#### 5. Chapter - Experiences, Learnings and Conclusion

**Note: Variation in the above content is permitted depending upon the nature of the project work.**

## APPENDIX II

### WORK DONE DIARY

Week	Dates	Work Carried out	Initials of Co-Guide	Signature of Faculty Guide
I				
II				
III				
IV				

❖ **The student must meet the Faculty Guide once / more times in a week for not less than four hours.**

- ❖ **Faculty Guide must maintain an attendance for the interactions. 75% attendance is compulsory.**

**APPENDIX III**

**COVER PAGE & TITLE PAGE**

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

**Organization name/logo (If any)**

**Project Report submitted in partial fulfillment of the requirements for the  
award of the Degree of<Font Size Arial Narrow 14>**

**MASTER OF BUSINESS ADMINISTRATION**

**of**

**BENGALURU CENTRAL UNIVERSITY**



***By*(Font Size 14-Italic)**

**Name<Font size Arial Narrow 14-Title Case)**

**Reg. No. ...**

**Under the guidance of**

**Name of Faculty guide <Font size Arial Narrow 14-Title Case)**

**Designation of guide <Font size Arial Narrow 12-Title Case)**

**Institution <Font size Arial Narrow 20-All caps& Color Bold)**

**Bengaluru Central University**

## **APPENDIX III**

### **PREFATORY PAGES**

#### **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* and *External Mentor* (if any) in partial fulfillment for the award of Master’s Degree in Business Administration by Bengaluru Central 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 IV**

**GUIDE CERTIFICATE**

**This is to certify that the Project Report title..... Submitted by (Student name and Registration no ) to Bengaluru Central University, Bangalore for the award of Degree of MASTER OF BUSINESS ADMINISTRATION is a record of work carried out by he/her under my guidance.**

Place: Bangalore

Date:

Signature



**APPENDIX V**

**CERTIFICATE BY EXTERNAL MENTOR**

**[Under The Seal and Signature]**

**This is to certify that Mr/Ms..... of  
..... College, has undertaken Project on the topic  
..... between and Under my mentorship.**

**Signature**

**Seal**

**APPENDIX VI**

**CERTIFICATE OF ORIGINALITY**

*(To be given by the Institution on its letterhead)*

**This is to certify that the Project report entitled”-----  
-----“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 Bengaluru Central University. The  
report has not been submitted earlier either to this University /Institution for the  
fulfillment of the requirement of any course of study. Mr/Ms..... is guided by  
Mr./Ms. /Dr..... who is the Faculty Guide as per the regulations of  
Bengaluru Central University.**

SIGNATURE AND SEAL OF DIRECTOR / PRINCIPAL /HOD

**APPENDIX VII**

**ACKNOWLEDGEMENT**

**APPENDIX VIII**

**CERTIFICATE OF PLAGIARISM**

**(Authorised Plagiarism Report)**



RASHTREEYA SIKSHANA SAMITHI TRUST

# R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar, Bengaluru, Karnataka 560 041

## PROJECT WORK 2021

### Chapter scheme

Chapter	CONTENT	Pages
1	<p><b>Introduction:</b></p> <ol style="list-style-type: none"> <li><b>About company</b> - Brief history of firm along with 7's Model and SWOT can be done.</li> <li><b>About Industry-</b> Brief status of Industry and can use Porter's Five Forces (business analysis model)</li> <li><b>Introduction to the topic-</b> Theoretical background of the topic/title chosen for the study</li> <li><b>Statement of the Problem</b></li> <li><b>Need and relevance of the study (why this study is important )</b></li> </ol>	<b>Around 15</b>
2	<p><b>Methodology:</b> Give brief introduction to methodology chapter.</p> <ol style="list-style-type: none"> <li>Objectives – 3 clear objectives related to the project work</li> <li>Methodology of research- Sources of data: Primary data is collected through discussion and interview. Observation Secondary data collected though firm's website, journals and magazines etc.</li> <li>Tools for data collection - Explain the theory connected with the tools.</li> <li>Limitations of the study</li> </ol>	<b>Around 5-8</b>
3	<p><b>Strength, Weakness, Opportunities and Challenges ( SWOC ) of the Research:</b></p> <p><b>Strength-</b> How the present research would benefit the stakeholders</p> <p><b>Weaknesses:</b> Limitations of the study</p> <p><b>Opportunity-</b> Future scope of the study</p> <p><b>Challenges-</b> Constraints in the resource mobilization, people, time etc while taking up the study</p>	<b>Around 2</b>
4	<p><b>Outcomes of the Study:</b> Detail analysis of the tools highlighted in chapter 2, interview and discussion, finding and suggestions</p>	<b>Around 10</b>
5	<p><b>Experiences, Learning's and Conclusion ( Refer blooms taxonomy to write learnings)</b></p>	<b>Around 2</b>

# IMPORTANT POINTS

## I. DATA ANALYSIS HAS TO BE QUALITATIVE DATA ANALYSIS.

It consist 3 types. Namely: 1.Content Analysis 2. Narrative analysis. 3. Framework analysis

## II. CATEGORIZATION OF DATA: The data collect can be categorized by coding the data

like 1. Open coding 2. Axial coding 3. Selective coding

## III. TOOLS FOR STRATEGY ANALYSIS:

**1. SWOT:** The SWOT is the most basic form of strategic analysis. Simply list the organization's Strengths, Weaknesses, Opportunities and Threats.

**2. Porter's Value Chain:** The value chain is a simple (graphical) method for identifying and describing a firm's main functions and understanding how they contribute to value creation.

**3. The Strategy Canvas:** The Strategy Canvas was popularized in the book "Blue Ocean Strategy".

You can use it to understand how a firm differentiates itself from its competitors.

**4. The Business Model Canvas:** Alexander Osterwalder and Yves Pigneur introduced the Business Model Canvas in the book "Business Model Generation". It is a very effective way of describing the key components of a business model. You can use it as the starting point for strategic analysis as well as for exploring alternative business models.

**5. PESTEL:** The PESTEL framework is useful for ensuring that you consider a broad range of possible sources of opportunities and threats. The letters represent the Political, Economic, Social (or Socio- economic), Technological, Environmental and Legal opportunities and threats in the firm's environment.

**6. McKinsey 7S:** The McKinsey 7S is useful for ensuring that all aspects of the organisation are considered when identifying its strengths and weaknesses. *The 7 S stand for: Structure, Systems, Style, Staff, Skills, Strategy and Shared Values.*

**7. Porter's 5 Forces:** Porter's 5 Forces model is another framework for identifying threats and opportunities within the firm's environment. It considers the bargaining position of suppliers and customers (including distributors), the threat of new entrants and substitutes, as well as

competitive factors within the industry itself.

**8. Pareto Analysis:** It is based on the maxim that 20% of the products, services, customers or distribution delivers 80% of the profits. A Pareto chart is a useful visualisation for showing this. However, its accuracy depends on the reliability of the cost allocation system.

**9. BCG Matrix:** BCG Matrix can be applied to any business with more than one product or service line, or more than one customer segment. Plot the market share against the market growth rate for each product, service or customer segment. Then consider strategic options based on their relative position on the chart.

**10. Scenario Analysis:** The future is inherently uncertain. Fortunately, good business strategy only requires being able to anticipate the future. There is no need to be able to predict it. Scenario Analysis is a tool to help you to anticipate multiple different futures. This allows the firm to construct the strategy around the premise that it can't be sure which, if indeed any, of them will come to pass.

**11. GE-McKinsey nine-box matrix:** It is a strategy tool that offers a systematic approach for the multi business corporation to prioritize its investments among its business units

**12. Competitive profile matrix:** The Competitive Profile Matrix (CPM) is a strategic analysis that allows you to compare your company to your competitors, in such a way as to reveal your relative strengths and weaknesses

**13. Value chain analysis (VCA):** It is a process where a firm identifies its primary and support activities that add value to its final product and then analyze these activities to reduce costs or increase differentiation.

#### **14. Economic value added & Market value added**

**EVA:** In corporate finance, as part of fundamental analysis, economic value added is an estimate of a firm's economic profit, or the value created in excess of the required return of the company's shareholders. EVA is the net profit less the capital charge for raising the firm's capital.

**MVA:** Market value added is the difference between the current market value of a firm and the capital contributed by investors. If MVA is positive, the firm has added value. If it is negative, the firm has destroyed value.

**15. Mind mapping** is among the business analysis techniques that provide a visual representation of ideas, thoughts, problems... anything. It's a great brainstorming tool for generating new ideas and exploring a problem. Make two separate Mind Maps, one for the problem itself, and one for the possible solutions.

***Firstly, Mind Map your problem:***

1. Make the problem the central idea of your Mind Map.
2. Add as main branches all of the aspects and causes of the problem, investigating further detail with sub-branches.
3. Through exploring the problem in this way, you should begin to realise why the problem occurred, and what you can do to improve the situation

***Now make your second Mind Map for solutions:***

1. Make 'Solutions' your central idea.
2. Add all of the routes through which you could solve the problem as main branches – include any colleagues, organisations, techniques or resources which could help – making sub-branches to explore the details of these further.
3. By using a Mind Map for problem solving, you will realise that one obstacle could potentially have many solutions. You should be able to see which option is most cost-effective/practical/time-saving.
4. Make a final branch with the most suitable solution or combination of solutions for this particular problem, and then make sub-branches of the details and how you plan to implement this.

**16. TOWS Analysis** is a variant of the classic business tool, SWOT Analysis. TOWS and SWOT are acronyms for different arrangements of the words Strengths, Weaknesses, Opportunities and Threats.

External elements	Internal elements	Organizational strengths	Organizational Weaknesses
	Strategic options		
Environmental opportunities (and risks)	<b>S-O:</b> Strengths can be used to capitalize or build upon existing or emerging opportunities	<b>W-O:</b> The strategies developed need to overcome organizational weaknesses if existing or emerging opportunities are to be exploited	
Environmental threats	<b>S-T:</b> Strengths in the organization can be used to minimize existing or emerging threats	<b>W-T:</b> The strategies pursued must minimize or overcome weaknesses and, as far as possible, cope with threats	

By analyzing the external environment (threats and opportunities), and your internal environment (weaknesses and strengths), you can use these techniques to think about the strategy of your whole organization, a department or a team. You can also use them to think about a process, a marketing campaign, or even your own skills and experience.

**17. Internal Factor Evaluation (IFE) Matrix:** is a strategy tool used to evaluate firm's internal environment and to reveal its strengths as well as weaknesses.

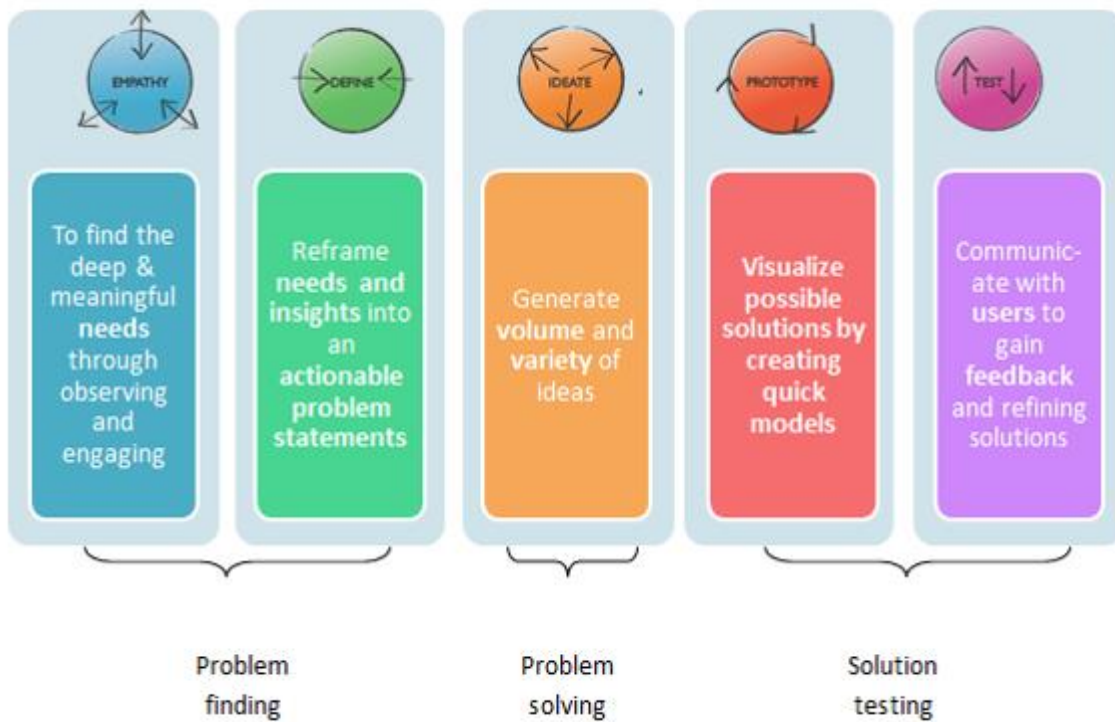
IFE Matrix Example			
Key Internal Factors	Weight	Rating	Weighted Score
Strengths			
1. Diversified income (5 different brands earning more than \$4 billion each)	0.10	4	0.40
2. Brand reputation valued at \$35 billion	0.08	3	0.24
3. Strong patents portfolio (13,000 patents)	0.07	4	0.28
4. Excellent employee management	0.02	3	0.06
5. Competency in mergers and acquisitions	0.06	3	0.18
6. Extensive distribution channels	0.11	4	0.44
7. Strong product ecosystem	0.08	4	0.32
Weaknesses			
8. High debt level (\$3 billion)	0.10	1	0.10
9. Over-dependence on sales from U.S.	0.13	2	0.26
10. Too low net profit margin	0.07	2	0.14
11. Competition based on prices	0.09	2	0.18
12. Rigid (bureaucratic) organizational culture impeding fast introduction of new products	0.04	1	0.04
13. Negative publicity	0.05	2	0.10
<b>Total</b>	<b>1.00</b>	<b>-</b>	<b>2.74</b>



**18. External Factor Evaluation (EFE) Matrix:** is a strategy tool used to examine company's external environment and to identify the available opportunities and threats.

External Factor Evaluation Matrix			
Key External Factors	Weight	Rating	Weighted Score
Opportunities			
1. New trade agreement that lifts the ban of imported food is signed with a neighboring country.	0.11	3	0.33
2. Signing a contract with a new supplier.	0.09	1	0.09
3. Processed food market growing by 15% next year in our largest market.	0.24	2	0.48
4. Incorporating a new company in neighboring country, where the tax rate is decreasing by 3% next year.	0.10	1	0.10
Threats			
5. The contract with the main customer expires in 2 months.	0.17	4	0.68
6. Extreme cases of natural disasters occurring next year.	0.03	2	0.06
7. New law, requiring decreasing the amount of sugar in the food by 20%, could be passed next year.	0.14	3	0.42
8. Competitors opening 3 new stores in the town.	0.12	2	0.24
Total	1.00	-	2.40

**19. Design Thinking:** Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods. A *design thinking* approach to *problem-solving*. The design thinking process needs to answer four questions — What is? What if? What wows? What works?



20. An **organizational capability profile** describes the skills, knowledge and resources that enable your company to provide quality products or services to customers. The **profile** provides useful background information for your marketing and corporate communications.

## Organizational Capability Profile

<u>Capability Factor</u>	<u>Nature of Impact</u>	<u>Competitive Strength &amp; Weakness</u>
Finance	↑	High cost of capital required, High risk to enter into highly competitive market
Marketing	→	Differentiation in terms of product, price, promotion & positioning
Operation	↑	High technical support from the in house resources Setup of new supply chain & logistics
Personnel	↑	Quality of managers and workers comparable with that in competitor companies
Information	↑	Advanced management information system in place; most traditional function such as payroll & accounting computerized

21. A **balanced scorecard** is a strategy performance management tool – a semi-standard structured report that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions.

22. **Kaizen (Continuous Improvement):** Is a strategy where employees at all levels of a company work together proactively to achieve regular, incremental improvements to the manufacturing process. In a sense, it combines the collective talents within a company to create a powerful engine for improvement.

#### IV. TO FIND OUT ROOT CAUSE FOR THE PROBLEM & PROVIDING SOLUTIONS TO THE BUSINESS PROBLEM:

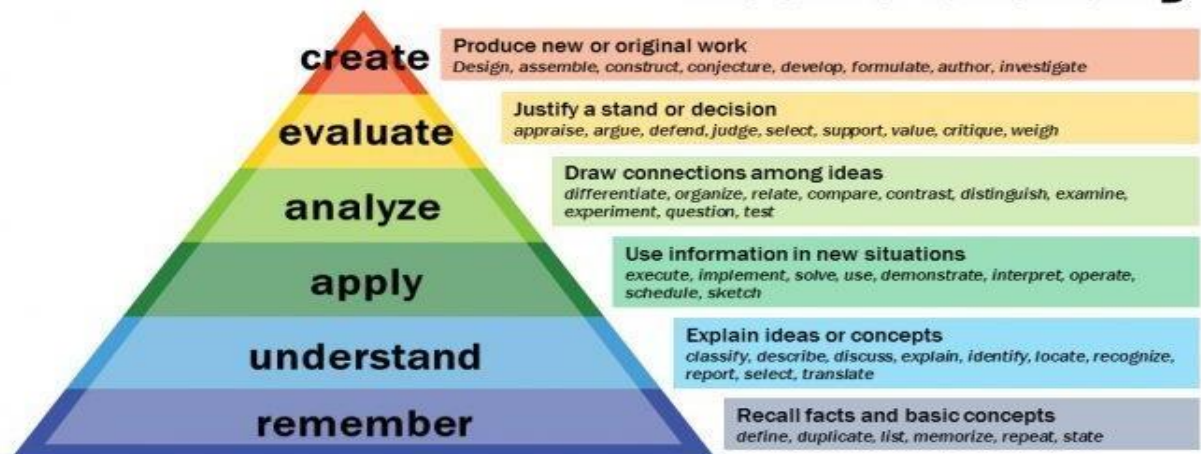
(A) **Cause & Effect Analysis Tool:** To understand the root cause of the problem and bring in possible solutions, Cause and effect analysis is indeed a quintessential tool for problem identification and resolution. Use it to find the most viable solutions, come up with business visualizations of existing problems and lastly, enhance the problem-solving process in your business.

(B) **5 Whys technique** is one of the most effective tools for root cause analysis. Every team faces roadblocks in its daily work in a department. . However, using the 5 Whys will help you find the root cause of any problem and protect the process from recurring mistakes and failures.

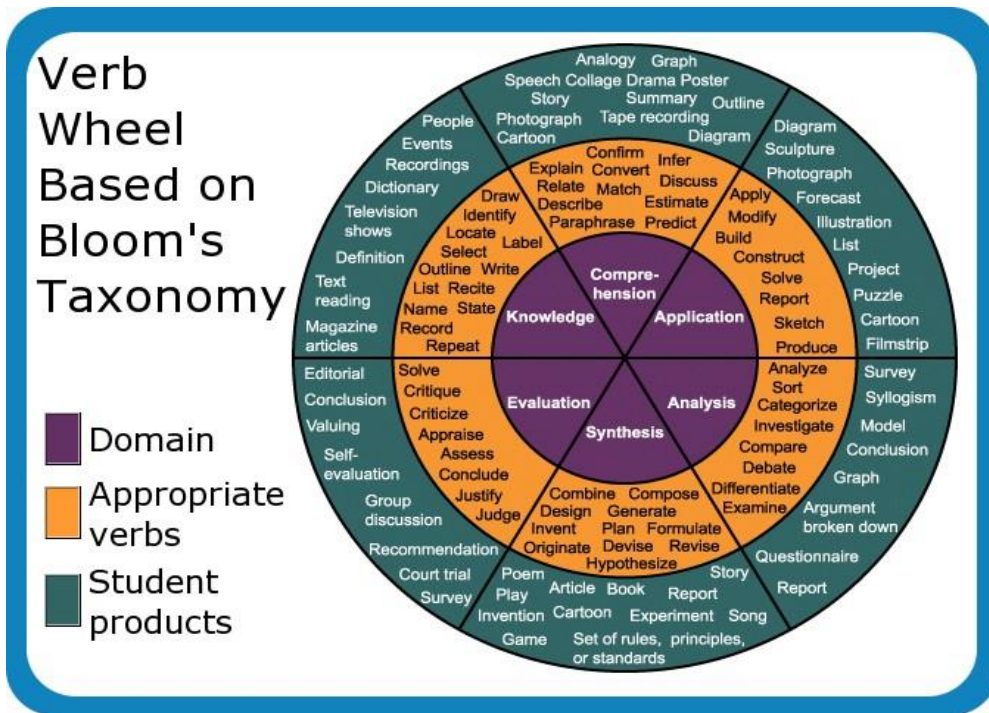
#### V. LEARNINGS OUTCOMES (5th Chapter) CAN BE WRITTEN USING BLOOM'S

**TAXONOMY:** Bloom's taxonomy is a set of three hierarchical models used to classify educational learning objectives into levels of complexity and specificity. The three lists cover the learning objectives in cognitive, affective and sensory domains.

## Bloom's Taxonomy



**VERB WHEEL BASED ON BLOOM'S TAXONOMY**



**Canara Bank School of Management studies**  
**(Post Graduate Department of Management)**  
**Bengaluru City University, Central College Campus, Bengaluru-**  
**560001**  
**Guidelines for Dissertation/Master Thesis (Under CBCS, 2019-**  
**2020 onwards)**

**Provisions in Academic Regulations**

Every student is required to work on a project in the area of his/her specialization and prepare a Dissertation/Master thesis under the supervision of a Faculty Guide Prior to the actual work, the students are required to submit a synopsis of the dissertation/Master thesis incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Directive Head of Institution. The dissertation must preferably be organization specific but not a macro study, **Due to pandemic one time permission is given for Freelance projects during 2021.**

The dissertation/Master thesis duly signed by the guide and certified by the Principal/Director is to be submitted in a bound copy and a soft copy to the university at the end of the fourth semester before the commencement of the semester examination. The dissertation/Master thesis shall be evaluated for 200 marks by two examiners (One of them will be the faculty member who has guided the work and other will be the external examiner appointed by BOE). A minimum of 100 marks is required for a pass in the Master thesis. There shall be a viva-voce examination for 50 marks on the Master thesis. Viva-voce will be conducted by the Board of Examiners / Examiners authorized by Chairman of BOE. A minimum of 25 marks is a must for pass in the viva-voce examination. Student has to work for not less than 45 days on full time/part time basis on the dissertation/Master Thesis. There will be classes during this period because of pandemic online classes along with dissertation. Specific guidelines for the same are given below:

**Guidelines**

It 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, assemble relevant data, analyze the data, draw conclusions and make recommendations. 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 registration forms, synopsis, and progress reports which is to be send to Chairperson, CBSMS,BCU.

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 six weeks during IV semester under the guidance of a recognized Faculty Guide. An

executive in the host organization could guide as co- Guide. It must be individual based but not as group project.

2. The Master Thesis can be classified into two major categories

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

**(b) Academic research:** The students can take any micro problem based on their specialization stream in consultation with the guide. The topic selected by the students must be approved by the principal of respective college and Chairperson CBSMS. The college must take the responsibility of maintaining the quality and authenticity of such dissertation/Master thesis and issue a certificate in college letterhead mentioning the successful completion of dissertation/Master thesis.

3. On the completion of dissertation/Master thesis, 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 IV semester examinations.

4. Satisfactory completion of dissertation/Master thesis, obtaining 100 out of 200 marks for a report and 25 out of 50 marks in Viva Voce examinations are essential requisites for completing MBA programme.

5. The student's need to study a problem/ issue purely based on the either any one of the dual specialization stream chosen. They are allowed to undertake dissertation/Master thesis work anywhere in India or abroad.

6. The students are required to submit synopsis to the Chairperson CBSMS with minimum of 7- 10 pages as per the format (Appendix 2) duly signed by the respective guides and forwarded by the director/Principle of colleges for approval.

7. The students need to submit fortnightly progress reports. (Appendix 3) .The online submission of progress report is allowed, a copy of which is to be send to Chairperson CBSMS. At the time of presentation, the report should reflect the time and date of submission which is duly signed by guide and student. The online report should not be sent as an attachment but as a mail message.

8. The progress report submitted by the student duly signed by the guide will be reviewed by the POE (Panel of Expert ) constituted by BOE .The POE will review progress reports and draft of Dissertation, provide feedback, observation and recommend the dissertation for submission .

9. Any exceptions to the guidelines have to be ratified by Department Council of CBSMS on a written request by the Head of the Institution.

10 The registration of topic, submission of synopsis, Progress report presentation, Master Thesis period and submission of Final Master Thesis must be completed as per calendar of events.

11 Faculty Guide with PhD should have minimum of 3 years' of experience and Faculty guide without PhD should have a minimum of 5 years' experience. Maximum of 10 students are allowed under each faculty guide.

12. Students shall have regular interaction with the Faculty Guide in order to ensure better Quality of research work. 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. The Guides should take the responsibility of maintaining the quality and authenticity of the dissertation and issue of certificate of originality.

13. 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.

14 In order to avoid plagiarism, the students are required to produce a certificate of anti-plagiarism from the authority recommended by POE. Similarity index of 20% is allowed.

All the material that relates to the dissertation, including completed questionnaires or tapes from interviews, should be shown to the guide and be kept by the students until the University has declared the results. Students are advised not to throw the material away once their dissertation is submitted, as they might be asked to present it as part of the viva voce before their Dissertation/Master Thesis results are declared.

15. One hardbound copy of Master thesis along with soft copy [CD] has to be submitted to Bengaluru City University. This has to be uploaded on the website of the institution after the completion of Viva -Voce Examination

16 The body of the Master Thesis must be organized in the following manner.

- Cover Page with Title and other details
- Certificate of originality from the Student and Faculty ( Student Declaration & Guide Certificate)
- Certificate by Head of the Institution ( Certificate of originality)
- Acknowledgements
- Table of Contents
- List of Tables
- List of Figures
- Master Thesis should not be less than 75 pages and not exceed 150 Pages with 12 point Times Roman New Font with 1.5 line spacing.

- References
- Appendices

17. The chapters may broadly be divided into five as follows:

Chapter	CONTENTS	% of Total Length
	Abstract [Should not exceed 150 words with five key terms]	
1	Introduction	15%
2	Review of literature and Research design	10%
3	Profile of the Selected Organization and Respondents	20%
4	Data Analysis and Interpretation	40%
5	Findings, conclusions and Suggestions	15%
	Bibliography	
	Annexures	
	Plagiarism report ( Turnitin/Drill bit/urkund)	

The Chapters mentioned above should have the following subdivisions:

**Chapter 1: Introduction:** Introduction includes

- Importance of the topic
- Theoretical background of the study
- Industry profile

**Chapter 2:** Review of Literature and Research Design

- Review of Literature and Gaps
- Statement of the Problem
- Need and Scope of the Study
- Objectives of the Study
- Hypotheses (if any)
- Sampling
- Tools for Data Collection
- Data Analysis
- Limitations of Study



**Chapter 3:** Profile of the Selected Organization and Respondents

**Chapter 4:** Data Analysis and Interpretation

**Chapter 5:** Summary of Findings, Conclusions and Suggestions

- Summary of Findings
- Conclusion
- Suggestions to the Organization

**Appendix 1**

**Registration Form**

**(To be submitted with synopsis)**

- 1. Name of the Student :
- 2. Name of the Organization:
- 3. Name and details of Co Guide in the Organization
- 4. Proposed dissertation area : Finance/HR/Marketing/Entrepreneurship and Start ups/Production and Operations/Business Analytics.
- 5. Proposed dissertation topic :
- 6. Write a brief note on your topic: (Minimum 100 words)

-----  
-----

**Student's Signature:**

**Faculty Guide Signature:**

**Approved or Disapproved      If it is disapproved, the reasons for revision**

.....

.....

**POE Signature with date**

## **Appendix 2**

### **Format of Synopsis**

- The synopsis should have minimum of 250 words
- The first page carries the Name of the student, Registration Number, and Title of dissertation.
- The subsequent pages should contain:
  - Title of the study
  - Need for the Study
  - Statement of the problem
  - Objectives
  - Sampling
  - Sources of Data
  - Tools for data collection
  - Plan of Analysis

The synopsis should be neatly typewritten in A4 Size paper with 1 inch margin on all the sides.

This has to be signed by the student and Faculty Guide

### APPENDIX 3

#### MBA Dissertation

#### PROGRESS REPORT format

Sl. No.	Particulars	
1	Name of the Student	
2	Registration Number	
3	Name of College Guide	
4	Name and contact no of the Co-Guide/External Guide (Corporate)	
5	Title of the Dissertation	
6	Name and Address of the Company/Organisation where dissertation undertaken with Date of starting Dissertation	
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	

Date:

**Signature of the Candidate**

**Signature of the College Guide**

## COVER PAGE & TITLE PAGE

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

Organization logo and Name

Master Thesis submitted in partial fulfillment of the requirements for  
the award of the Degree of<Font Size Arial Narrow 14>

**MASTER OF BUSINESS ADMINISTRATION**

**of**

**BENGALURU CITY UNIVERSITY**

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

*BCU LOGO*

*By*(Font Size 14-Italic)

**Name**<Font size Arial Narrow 14-Title Case)

**Reg. No. ...**

Under the guidance of

**Name of guide** .<Font size Arial Narrow 14-Title Case)

**Designation of guide** <Font size Arial Narrow 12-Title Case)

**Institution** <Font size Arial Narrow 20-All caps& Color Bold)

**Bengaluru City University**

2019-2020 (Font Size 14)

## **PREFATORY PAGES**

### **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 Bengaluru City 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:**

**GUIDE CERTIFICATE**

**This is to certify that Mr/Ms .....of  
..... College, has undertaken Master Thesis entitled..... under  
my Guidance and it has not been submitted to any other university or Institute for the award  
of any other degree or Diploma or Certificate.His/Her Conduct and work is Original, Not  
satisfactory/Satisfactory/Good/Excellent.**

**Date:**

**Signature**

**CERTIFICATE BY CO-GUIDE**

**[Under The Seal and Signature]**

**This is to certify that Mr/Ms .....of  
..... College, has undertaken dissertation in our organization on the  
topic ..... between ..... and ..... His/Her  
Conduct and work is Not satisfactory/Satisfactory/Good/Excellent.**

**Signature & Seal**

**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 Bengaluru City University. The report has not been  
submitted earlier either to this University /Institution for the fulfillment of the requirement of  
a course of study .Mr./Ms..... is guided by Mr./Ms. /Dr.....  
who is the Faculty Guide as per the regulations of Bengaluru City University.

Signature of Director / Principal /HOD

Date



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## **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.

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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.

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

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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>