

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA

Department of Management

MBA Programme

Guidelines for Dissertation (MP-100)

Student can take up Dissertation only after completing a minimum of one year after admission in MBA Programme.

1. Objective

The objective of the Dissertation is to help the student to develop ability to apply multidisciplinary concepts, tools and techniques to solve managerial and organisational problems.

2. Type of Dissertation

The Dissertation may be from any one of the following types:

- (a) Comprehensive case study (covering single organizational multifunctional problem formulation, analysis and recommendations.)
- (b) Inter-organisational study aimed at inter-firm comparison/validation of theory/survey of management practices.
- (c) Field study (empirical study)

3. Proposal Formulation

Synopsis of the Dissertation should be prepared in consultation with the guide approved by the University and sent to the Convenor (Management Studies). The synopsis should clearly state the objectives and research methodology of the proposed Dissertation to be undertaken. It should have full details of the sampling, instruments to be used, limitations, if any.

4. Eligible for Guide of Dissertation

- (a) Academic Counsellor of Management Programme having relevant experience.
- (b) Faculty at the headquarters (Department of Management Studies)
- (c) Professional / Academician holding masters degree in Management or allied discipline and having a minimum of 5 years of experience in the relevant area. The Dissertation guide will be paid a token honorarium for guiding the students by the university. During an academic session a supervisor cannot guide more than five students.

5. Dissertation Proposal Submission and Approval

After finalising the topic and the selection of the supervisor the student should send the Dissertation Proposal Performa alongwith the Synopsis signed by the supervisor to the Convenor, Department of Management Studies of the University for approval. Proposal incomplete in any respect will be straight away rejected.

6. Communication of Approval

A written communication regarding the approval/non-approval of the Dissertation Synopsis will be sent to you within six weeks of the receipt of the proposal in the Department. In case of non-approval, the suggestions for reformulating the project will be communicated to the student. Revised Dissertation Synopsis / Proposal proforma bearing the number given earlier by the University and comments of the evaluator should be resubmitted by the student for approval.

7. Dissertation Formulation

- (a) The length of the report may be about 50 to 60 double spaced typed pages not exceeding approximately 20,000 words (excluding appendices and exhibits). However 10% variation on either side is permissible.
- (b) Each Dissertation must adequately explain the research methodology adopted and the directions for future research.
- (c) The Dissertation should also contain the following :-
 - (i) Copy of the approved proposal proforma and synopsis.
 - (ii) Certificate of originality of the work by the student and counter signed by the Guide. (Please see the important notes)

8. Submission of Dissertation

One typed copy of the Dissertation is to be submitted to Examiners at the time of Viva-Voce organized by Vardhman mahaveer Open University, Rawabhata Road, Kota-324021.

9. List of Topics

An illustrative list of topics is enclosed to give only an idea as to what kind of topics could be selected for Dissertation. It is advisable that the students select their topics outside this list.

10. Viva Voce and Evaluation of Dissertation

The Viva Voce is complimentary for evaluation of the Dissertation. The student will be asked to appear for Viva Voce. The student will be duly intimated about it by the Controller of Examinations. Viva Voce will be conducted jointly by Head, Department of Management Studies or his nominee and one external examiner at the Headquarter or Regional Centre concerned.

11. Enquiries

Enquiries regarding the Dissertation should be addressed to the Convenor (Management Studies), Vardhman Mahaveer Open University, Kota.

Some Important notes while preparing the Dissertation:

- ✓ Submit only one copy of the Dissertation at the time of Viva-Voce.
- ✓ In all the correspondence with the University quote the Dissertation Proposal Number which is given by the University.
- ✓ Ensure the inclusion of the following items while submitting the proposal:
 - (a) Proforma for Approval of Dissertation annexed in the programme guide duly filled and signed by both the student and the supervisor.
 - (b) Bio-data of the supervisor with his/her signature.
 - (c) Synopsis of the Dissertation.
- ✓ The synopsis of Dissertation should include the rational behind the study, objectives of the study and research methodology to be used for carrying out the study.
- ✓ The Dissertation should be submitted in A-4 Size typed in double space in a bound volume.
- ✓ Before binding the Dissertation the student should ensure that it contains the approval of Dissertation Proposal Performa, Synopsis and an Originality Certificate.
- ✓ Candidates should submit a statement certifying that the work is an original and has not been submitted earlier either to this University or to other Institution for fulfilment of the requirement of a course of study. The above certificate should be countersigned by the Guide of Dissertation.
- ✓ If any Dissertation is received in the absence of the above the same will be returned to the student for compliance.
- ✓ Student should keep a copy of the Dissertation with him/her. The Dissertation will not be returned to the student.

Illustrative List of Topics:

1. A Computerisation Study of Design and Development of Financial Accounting System.
2. Assessing Market Opportunity for Introducing “Erasable Optical Disk” to the Indian Market.
3. Budgeting System in Marketing Co-operative Organisation.
4. Pricing Services at International Airports in India: Issues and Practices.
5. A Study of Dividend Practices in an Institution.
6. Management of change in an Institution.

7. Management control system – a case study of FCI
8. Performance of Public Enterprises with Special Reference of RSRTC.
9. Survey of Effectiveness of Advertisement Published by Escorts Ltd.
10. Consumption Behaviour and Consumption Patterns of Employees of DCM – an occupational Analysis.
11. Buyer behaviour in the pocket calculator market.
12. Performance Evaluation & Practices in a Professionally managed Enterprise & a Family Run Enterprise.
13. A Study of Training Effectiveness in Maharashtra Zone of UCO Bank.
14. A Study of Credit Cards in Indian Scenario.
15. Voluntary Disclosure Practices in India (with special reference to a particular industry)
16. Impact of Marketing Strategies on Detergent Consumption in a colony of Jaipur.
17. Personnel Policy for Scientific and Technical manpower in India.
18. Management Control of Projects in Construction Industry.
19. Consumer Survey for Cadbury's Drinking Chocolate (CDS)
20. Labour Welfare and Social Security measures with special reference to "M/s. JCT Ltd."
21. Organisational climate and leadership.
22. Design of Personnel Information System for Indian Air Force.
23. A Case Study of Rajasthan Information System for Indian Air Force.
24. Market Analysis of wrist watches.
25. A Critical study of Performance Appraisal in the Department of Telecommunications.
26. Consumer Behaviour and Life Style Marketing with Purchase Process and Post-Purchase Behaviour.
27. Management Information System in Banking Industry.
28. Effectiveness of Financial and No-financial incentives as Motivators for Sales personnel.
29. Impact of Management Development Programme on Executive Performance.

VARDHAMAN MAHAVEER OPEN UNIVERSITY
Rawatbhata Road, Kota 24 021

REMUNERATION BILL FOR GUIDANCE OF DISSERTATION (MP-100)

1. PROGRAMME TITLE : MBA PROGRAMME
2. NAME OF SUPERVISOR : _____
3. RESIDENTIAL ADDRESS : _____

4. DESIGNATION : _____
5. OFFICIAL ADDRESS : _____

6. MOBILE/TEL. NO. OFF. : _____ RES. : _____
7. BANK DETAILS FOR RTGS PURPOSE
 - (i) Name of A/c Holder : _____
 - (ii) Account Number : _____
 - (iii) Name of Bank and Branch : _____
 - (iv) IFSC Code : _____
8. PAN No. (Enclose Photocopy) : _____

The remuneration payable for guidance of Dissertation is @ Rs. 300/- per student.

S.No.	ENROLMENT NO.	NAME OF THE STUDENT	AMOUNT

Certified that I have guided the above student(s) for Dissertation of MBA Programme.

Dated

Signature of the Supervisor

Certified that the above Dissertation Supervisor was approved and recommended by the Department of Management Studies and above Claim may be admitted.

Dealing Assistant

Convenor (Management Studies)

DEPARTMENT OF MANAGEMENT
VARDHAMAN MAHAVEER OPEN UNIVERSITY
Rawatbhata Road, Kota 24 021

PROFORMA FOR APPROVAL OF SYNOPSIS FOR DISSERTATION (MP-100)

Scholar No. Regional Centre

Proposal No. Study Centre

(1) Name and Address of the Student:
with Mobile No.

(2) Title of the Dissertation:

(3) Subject Area : HRM/Finance/Marketing/Operations/General Management/ any other ...

(4) Name and official Address of the Supervisor

(5) Is the supervisor an Academic Counsellor of Management? Yes No

(6) If Yes, Name of Study Centre

(7) Courses of Counseling

(8) Professional / Teaching Experience in years

Signature of Student with date Signature of Supervisor with date

1. Please do not forget to enclose the original approved Synopsis for the Dissertation duly signed by the Guide
2. Please bring one copy of Dissertation at the time of Viva-Voce.

For Office use only

Approval of Synopsis :

Approval of Supervisor :

Suggestions for reformulating the Dissertation :

Signature of Convenor with date