RAMAIAH UNIVERSITY OF APPLIED SCIENCES | FACULTY OF MANAGEMENT & COMMERCE

MBA
DISSERTATION
GUIDELINES

VISION

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

MISSION

M1 To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment

M2 To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach

M3 To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach

M4 To develop Leaders with a holistic mindset sensible to humanity and Society

Programme Educational Objectives (PEOs)

PEO-1: Practice contemporary global management principles in a wide range of business and real-world paradigm

PEO-2: Conduct applied research for addressing relevant business and social concerns through an evidence-based approach

PEO-3: Excel as aspiring Intrapreneurs and Entrepreneurs for Societal Well-being

PEO-4: Bestow Human Values with a rational mindset for contingent business solutions

Programme Outcomes (POs)

PO-1: Apply knowledge of management theories and practices to solve business problems

PO-2: Foster Analytical and critical thinking abilities for data-based decision-making

PO-3: Ability to develop Value based Leadership ability

PO-4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

PO-5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

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Guidelines for MBA Dissertation and Publication

MBA Dissertation and Publication	
Course Title	MBA Dissertation and Publication
Course Code	BAP602A
Course Type	Project
Credits	14
Credit Structure (L:T:P)	0:0:14
Total Interaction Hours	430 Hours
Number of Semester Weeks	15 Weeks
Duration	Semester 4
Total Marks	200

1. Purpose

The purpose of these MBA Dissertation Guidelines is to establish a structured, transparent, and outcome-oriented framework for the planning, execution, monitoring, assessment, and successful completion of the MBA Dissertation. These Guidelines are intended to ensure consistency in the dissertation process, promote ethical and high-quality research, facilitate effective academic supervision, and support students in applying research methodology to investigate real-world management problems. The Guidelines further aim to enhance analytical thinking, problem-solving, scholarly writing, and research communication, while encouraging students to disseminate their research findings through presentations and publications in appropriate academic forums, wherever applicable.

2. Scope

These MBA Dissertation Guidelines shall apply to all students undertaking the Dissertation as part of the prescribed MBA curriculum of the Department of Management Studies, Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences. These Guidelines shall govern all academic activities related to the planning, supervisor allocation, dissertation proposal preparation and approval, execution of the research work, monitoring, dissertation submission, presentation, assessment, and successful completion of the Dissertation. The Guidelines shall also apply to all stakeholders involved in the dissertation process, including students, dissertation supervisors, the Academic Coordinator, and the Head/Dean.

3. Dissertation Orientation

At the commencement of the Dissertation course, the Head/Dean shall conduct a dissertation orientation session to familiarize students with the objectives, expectations, timelines, dissertation process, assessment methodology, and academic requirements governing the MBA Dissertation. The orientation shall also provide guidance on research planning, problem identification, dissertation supervision, research proposal preparation, dissertation report writing, presentation requirements, and publication expectations. Students shall be informed about the applicable University policies relating to research ethics, academic integrity, plagiarism, and the responsible use of Artificial Intelligence (AI). The orientation session shall ensure that all students clearly understand the dissertation process, academic expectations, and the requirements for the successful completion of the MBA Dissertation.

4. Dissertation Supervisor Allocation

The allocation of Dissertation Supervisors shall be carried out prior to the commencement of the dissertation work to ensure effective academic guidance throughout the research process. The Academic Coordinator/Area Chair shall prepare the supervisor allocation plan by considering the student's area of specialization, faculty expertise, research area alignment, supervisory capacity, faculty workload, and other relevant academic requirements. The proposed supervisor allocation shall be submitted to the Head/Dean for review and approval.

Upon approval, the Academic Coordinator/Area Chair shall communicate the final supervisor allocation to the respective students and Dissertation Supervisors. The allocated Dissertation Supervisor shall thereafter provide academic guidance and supervise all activities related to the planning, execution, monitoring, and successful completion of the MBA Dissertation.

5. Identification and Selection of Research Problem

Following the allocation of the Dissertation Supervisor, the student shall identify and select a research problem relevant to the chosen area of specialization in consultation with the Dissertation Supervisor. The selected research problem shall address a contemporary management issue, knowledge gap, or practical organizational challenge and shall demonstrate academic relevance, originality, and feasibility for investigation.

To identify an appropriate research problem, the student shall undertake a preliminary review of scholarly literature, industry reports, government publications, and other credible sources. Based on this review, the student shall identify the existing research gap, refine the research problem, formulate appropriate research questions, and define the proposed research objectives. The selected research problem shall provide a sound foundation for the preparation of the research proposal and the successful completion of the MBA Dissertation.

The research problem identification and selection process shall be carried out in accordance with the workflow prescribed in Figure 1.

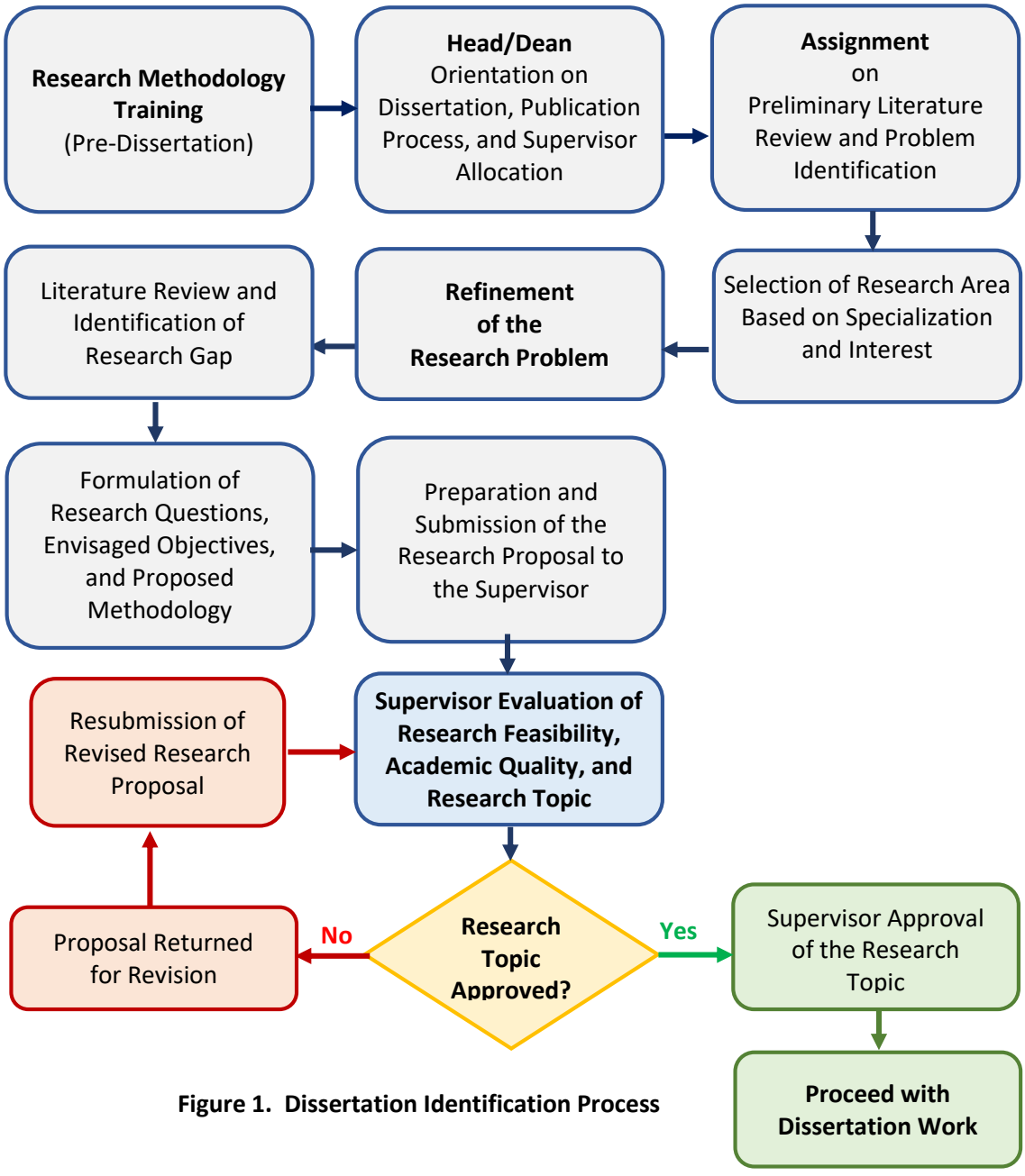


Figure 1. Dissertation Identification Process

6. Research Proposal Preparation and Approval

Following the identification and selection of the research problem, the student shall prepare a Research Proposal under the guidance of the Dissertation Supervisor. The Research Proposal shall clearly present the background of the study, problem statement, research gap, research questions, research objectives, review of relevant literature, proposed research methodology, and the expected academic or practical contribution of the study. The proposal shall be prepared in the format prescribed by the Department.

The student shall submit the Research Proposal to the Dissertation Supervisor for academic review and evaluation. The Dissertation Supervisor shall examine the proposal with respect to its academic quality, originality, feasibility, relevance to the chosen area of specialization, and the appropriateness of the proposed research methodology. Where necessary, the Dissertation Supervisor may recommend modifications or revisions to improve the quality of the proposed research.

The student shall revise and resubmit the Research Proposal based on the observations of the Dissertation Supervisor until the proposal satisfies the prescribed academic requirements. Upon approval by the Dissertation Supervisor, the student shall proceed with the dissertation work.

7. Roles and Responsibilities

7.1 Student

The student shall actively participate in all stages of the MBA Dissertation and comply with these Dissertation Guidelines, the academic regulations of the University, and other applicable University policies. The student shall conduct the research with honesty, integrity, and professionalism under the guidance of the Dissertation Supervisor and complete all prescribed dissertation requirements within the stipulated timelines. The student shall maintain regular communication with the Dissertation Supervisor, implement the guidance provided during the dissertation process, and ensure the timely submission of all required documents, the Dissertation Report, and the presentation for assessment.

7.2 Dissertation Supervisor

The Dissertation Supervisor shall provide academic guidance and supervision to the student throughout the dissertation process. The Dissertation Supervisor shall guide the student in identifying and refining the research problem, preparing the Research Proposal, selecting an

appropriate research methodology, and conducting the research in accordance with the prescribed academic standards. The Dissertation Supervisor shall review the student's progress periodically, provide constructive feedback, and facilitate the timely completion of the dissertation.

The Dissertation Supervisor shall review the Dissertation Report to ensure its academic quality, originality, completeness, and compliance with the prescribed dissertation format before submission. The Dissertation Supervisor shall also guide the student in preparing for the dissertation presentation and viva-voce examination and recommend the dissertation for submission upon satisfactory completion of the prescribed academic requirements.

7.3 Area Chair

The Area Chair shall oversee the academic progress of dissertation activities within the respective area of specialization. The Area Chair shall monitor the overall progress of dissertations undertaken within the specialization, facilitate academic coordination among the Dissertation Supervisors, and provide guidance, wherever required, to ensure the quality and timely completion of dissertation work. Where assigned by the Department, the Area Chair may also support the supervisor allocation process within the respective area of specialization.

7.4 Academic Coordinator

The Academic Coordinator shall facilitate the overall implementation of the MBA Dissertation process in accordance with these Dissertation Guidelines. The Academic Coordinator shall communicate the relevant schedules, submission timelines, presentation schedules, and other academic requirements to the students and Dissertation Supervisors. The Academic Coordinator shall coordinate the submission of dissertation-related documents, facilitate the conduct of dissertation presentations and viva-voce examinations, and ensure effective coordination among the students, Dissertation Supervisors, Area Chairs, and the Head/Dean for the successful completion of the MBA Dissertation.

7.5 Head/Dean

The Head/Dean shall provide overall academic oversight for the implementation of the MBA Dissertation process. The Head/Dean shall review and approve matters requiring academic or administrative approval in accordance with these Dissertation Guidelines and the academic

regulations of the University. The Head/Dean shall also facilitate the effective implementation of the dissertation process and ensure the maintenance of academic quality and standards throughout the MBA Dissertation.

8. Dissertation Monitoring and Progress Review

The progress of the MBA Dissertation shall be monitored throughout the dissertation period under the guidance of the assigned Dissertation Supervisor to ensure the systematic, timely and satisfactory completion of the research work. The student shall meet/interact with the Dissertation Supervisor at least twice every week to discuss the progress of the research work, challenges encountered and the activities to be undertaken next.

The dissertation progress shall be monitored through ten major research stages, beginning with Research Problem Identification and progressing through Literature Review and Research Gap; Research Framework and Objectives; Research Methodology; Instrument Development and Pilot Testing; Data Collection; Data Preparation and Analysis; Interpretation and Discussion; Dissertation Writing and Finalisation; and Final Review and Submission. The supervisor shall review the student's progress at each stage and provide necessary feedback and guidance.

The student shall maintain a Dissertation Project Diary in the format prescribed in **Annexure I.** The Dissertation Project Diary shall record the details of each interaction with the Dissertation Supervisor, including the date of interaction, stage/progress discussed, discussion details, progress achieved, guidance provided or remarks of the Dissertation Supervisor, and the signatures of both the student and the Dissertation Supervisor. The Dissertation Project Diary shall serve as the official documentary record of the student's research progress and supervisor - student interactions throughout the dissertation period.

The Dissertation Supervisor shall review the student's progress regularly, provide necessary academic guidance and feedback, and recommend corrective measures wherever required to support the satisfactory completion of the dissertation work. The Area Chair may oversee the overall academic progress of dissertations within the respective area of specialization, while the Academic Coordinator shall facilitate the effective implementation of the dissertation process and ensure adherence to the prescribed timelines and academic requirements.

Upon completion of the dissertation work, the student shall proceed to the separate Dissertation and Publication Assessment Process for formal evaluation of the dissertation and publication component.

9. Evaluation Methods

The MBA Dissertation shall be evaluated through a combination of Pre-Project Presentation, Interim Project Presentation, Final Project Presentation, and Dissertation Report evaluation. The evaluation shall assess the student's research development progressively from the initial formulation of the research problem through the completion and documentation of the research work. The overall structure of the Dissertation and Publication Assessment Workflow is illustrated in Figure 2.

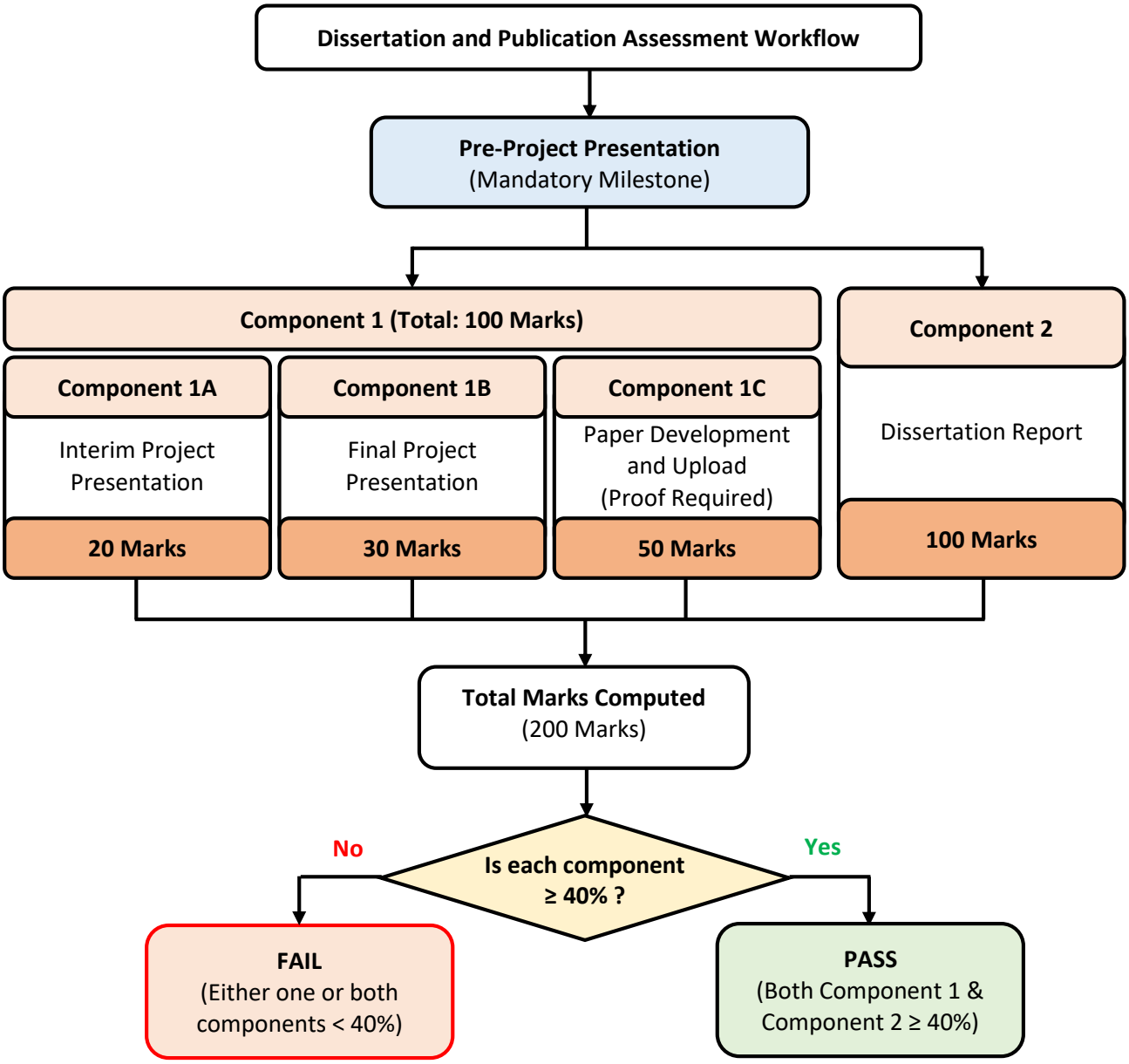


Figure 2. Dissertation and Publication Assessment Workflow **(Total Marks: 200)**

9.1 Pre-Project Presentation

The Pre-Project Presentation shall be a mandatory milestone in the MBA Dissertation process. The student shall present the proposed research before the designated panel at the initial stage of the dissertation. The presentation shall provide an overview of the proposed research problem, research gap, research questions, objectives, relevant literature, and proposed research methodology.

The panel members shall review the proposed research and provide academic feedback, observations, and recommendations to support the student in refining the research problem, strengthening the research design, and improving the overall quality and feasibility

of the proposed dissertation. The student shall consider the feedback received and incorporate the relevant suggestions in consultation with the Dissertation Supervisor before proceeding with the subsequent stages of the dissertation.

The Pre-Project Presentation shall not carry any marks and shall not form part of the formal evaluation components of the MBA Dissertation. The presentation shall be prepared in accordance with the format prescribed in Annexure II.

9.2 Interim Project Presentation

The Interim Project Presentation shall be conducted as a formal stage of the MBA Dissertation assessment to evaluate the student's progress in carrying out the approved research work. The student shall present the progress of the dissertation, including the literature review and identification of the research gap, definition of the research title, aim and objectives, progress of the research work, and other relevant developments.

The Interim Project Presentation shall be evaluated based on Literature Review and Identification of Research Gap, Definition of Title, Aim and Objectives, Work Progress, Organization and Quality of Slides, Presentation, and Interaction with the Panel. The assessment shall carry 100 marks, which shall be scaled to 20 marks for inclusion in the overall dissertation assessment. The evaluation shall be conducted by two internal examiners.

The detailed distribution of marks for each evaluation parameter is presented in Table 1, while the corresponding performance-based evaluation rubrics are provided in Table 2. The rubrics provide four levels of performance: Excellent, Good, Satisfactory, and Needs Improvement, with defined mark ranges for each evaluation parameter. The Interim Project Presentation shall be prepared in accordance with the format prescribed in Annexure III.

Table 1. Component 1A - Interim Presentation (100 Marks)

Sl. No.	Attribute	Max Marks	Evaluation by
1	Literature Review and Identification of Research Gap	20	Two Internal Examiners
2	Definition of Title, Aim and Objectives	10	
3	Work Progress	25	
4	Organization and Quality of Slides	15	
5	Presentation	15	
6	Interaction with Panel	15	
	Total Marks	**100**	
AVERAGE of Examiner1, Examiner2, Examiner3 Marks Scaled to 20			

Table 2. Rubrics for Component 1A - Interim Presentation (100 Marks)

Criteria (Marks)	Excellent	Good	Satisfactory	Needs Improvement
Literature Review and Identification of Research Gap (Maximum marks: 20)	**16-20 Marks**	**11-15 Marks**	**6-10 Marks**	**0-5 Marks**
	Comprehensive, well-structured, and clearly identifies a strong research gap.	Identifies a research gap but lacks depth in explanation.	Basic review, some gaps in analysis.	Weak or unclear identification of research gap.
Definition of Title, Aim, and Objectives (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Well-defined, coherent, and aligned with research problem.	Clear but minor gaps in alignment.	Basic clarity, lacks strong coherence.	Poorly defined or unclear objectives.
Work Progress (Maximum marks: 25)	**19-25 Marks**	**13-18 Marks**	**7-12 Marks**	**0-6 Marks**
	Significant progress with clear milestones achieved.	Good progress but minor gaps in execution.	Moderate progress, lacking some key elements.	Limited progress or poorly structured work.
Organization and Quality of Slides (Maximum marks: 15)	**11-15 Marks**	**7-10 Marks**	**3-6 Marks**	**0-2 Marks**
	Professional, well-structured, visually appealing.	Good structure but minor gaps.	Basic structure, lacks engagement.	Poorly structured, difficult to follow.
Presentation (Maximum marks: 15)	**11-15 Marks**	**7-10 Marks**	**3-6 Marks**	**0-2 Marks**
	Engaging, clear, and confident delivery.	Clear but lacks strong engagement.	Basic delivery, minor gaps in clarity.	Poor delivery, lacks coherence.
Interaction with Panel (Maximum marks: 15)	**11-15 Marks**	**7-10 Marks**	**3-6 Marks**	**0-2 Marks**
	Strong, well-articulated responses with in-depth knowledge.	Good responses but minor knowledge gaps.	Basic responses, struggles with some questions.	Weak or unclear responses.

9.3 Final Project Presentation

The Final Project Presentation shall be conducted upon substantial completion of the dissertation work to evaluate the student's overall research work and ability to present and defend the completed study. The student shall present the major components of the dissertation, including the literature review, research problem and objectives, dissertation work, results and discussion, conclusions, and other relevant aspects of the completed research.

The Final Project Presentation shall be evaluated based on Literature Review, Problem Definition, Dissertation Work, Results and Discussions, Conclusions, Organization and Quality of Slides, Presentation and Time Management, and Interaction with the Panel. The assessment shall carry 150 marks, which shall be scaled to 30 marks for inclusion in the overall dissertation assessment. The evaluation shall be conducted by three examiners, comprising one external examiner and two internal examiners.

The detailed distribution of marks for each evaluation parameter is presented in Table 3, while the corresponding performance-based evaluation rubrics are provided in Table 4. The rubrics provide four levels of performance: Excellent, Good, Satisfactory, and Needs Improvement, with defined mark ranges for each evaluation parameter. The Final Project Presentation shall be prepared in accordance with the format prescribed in Annexure IV.

Table 3. Component 1B - Final Presentation (150 Marks)

Sl. No.	Attribute	Max Marks	Evaluation by
1	Literature Review	10	**Three Examiners (One external and Two Internal)**
2	Problem Definition (Title, Aim, Objectives)	5	
3	Dissertation Work	35	
4	Results and Discussions	25	
6	Conclusions	15	
7	Organization and Quality of Slides	10	
8	Presentation and Time Management	10	
9	Presentation	15	
10	Interaction with Panel	15	
	Total Marks	**150**	
AVERAGE of Examiner1, Examiner2, Examiner3 Marks Scaled to 30			

Table 4. Rubrics for Component 1B - Final Presentation (150 Marks)

Criteria (Marks)	Excellent	Good	Satisfactory	Needs Improvement
Literature Review (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Extensive, relevant, and well-analyzed.	Good but minor gaps in relevance.	Basic review, lacks depth.	Weak or unclear review.
Problem Definition (Maximum marks: 5)	**5 Marks**	**4 Marks**	**2-3 Marks**	**0-1 Mark**
	Clearly articulated with strong rationale.	Well-defined but minor gaps.	Basic problem definition, lacks strong rationale.	Poorly defined problem.
Dissertation Work (Maximum marks: 35)	**26-35 Marks**	**16-25 Marks**	**7-15 Marks**	**0-6 Marks**
	Well-executed, detailed, and methodologically strong.	Good execution, minor gaps in detail.	Satisfactory but lacks depth.	Poorly executed, lacks coherence.
Results and Discussions (Maximum marks: 25)	**19-25 Marks**	**13-18 Marks**	**7-12 Marks**	**0-6 Marks**
	Strong analysis, well-explained, and insightful.	Good discussion with minor gaps.	Basic analysis, lacks strong insights.	Weak or unclear discussion.
Conclusions (Maximum marks: 15)	**11-15 Marks**	**7-10 Marks**	**3-6 Marks**	**0-2 Marks**
	Strong, well-structured, and insightful conclusions.	Clear conclusions but lacks depth.	Basic conclusions, lacks clarity.	Poorly structured or missing conclusions.
Organization and Quality of Slides (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Professional, well-organized, and visually engaging.	Good structure but minor gaps.	Basic structure, lacks engagement.	Poorly structured slides.
Presentation and Time Management (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Well-timed, clear, and engaging presentation.	Good timing but minor engagement gaps.	Satisfactory but lacks smooth delivery.	Poor timing or unclear presentation.
Interaction with Panel (Maximum marks: 40)	**31-40 Marks**	**21-30 Marks**	**11-20 Marks**	**0-10 Marks**
	Strong, well-articulated responses with in-depth knowledge.	Good responses but minor knowledge gaps.	Basic responses, struggles with some questions.	Weak or unclear responses.

9.4 Publication

The Publication Component shall assess the quality and relevance of the research work developed for scholarly publication as part of the MBA Dissertation. The student shall develop and submit a research paper based on the dissertation work and provide the prescribed evidence of submission or publication, as applicable.

The Publication Component shall be evaluated based on Abstract, Relevance, Language, and Format. The assessment shall carry 50 marks and shall be evaluated by one internal examiner. The detailed distribution of marks for each evaluation parameter is presented in Table 5, while the corresponding performance-based evaluation rubrics are provided in Table 6. The rubrics provide four levels of performance: Excellent, Good, Satisfactory, and Needs Improvement, with defined mark ranges for each evaluation parameter.

The student shall provide the prescribed evidence of paper development and submission/publication for the purpose of assessment. The Publication Component shall form part of the overall dissertation assessment in accordance with the prescribed assessment framework.

Table 5. Component – 1C – Publication (50 Marks)

Sl. No.	Attribute	Max Marks	Evaluation by
1	Abstract	10	One Internal Examiner
2	Relevance	30	
3	Language	5	
4	Format	5	
	Total Marks	**50**	

Table 6. Rubrics for Component – 1C – Publication (50 Marks)

Criteria (Marks)	Excellent	Good	Satisfactory	Needs Improvement
Abstract (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Well-structured, concise, and effectively summarizes the research.	Good summary but lacks minor details.	Basic abstract, lacks clarity.	Poorly written or missing key details.
Relevance (Maximum marks: 30)	**23-30 Marks**	**15-22 Marks**	**7-14 Marks**	**0-6 Marks**
	Strong alignment with research goals and industry needs.	Good relevance but minor gaps.	Basic relevance, lacks depth.	Weak alignment with research focus.
Language (Maximum marks: 5)	**5 Marks**	**4 Marks**	**2-3 Marks**	**0-1 Marks**
	Well-written, grammatically correct, and clear.	Minor grammatical or clarity issues.	Basic language, some clarity issues.	Poorly written with major errors.
Format (Maximum marks: 5)	**5 Marks**	**4 Marks**	**2-3 Marks**	**0-1 Marks**
	Properly formatted, meets journal standards.	Minor formatting issues.	Basic formatting, lacks consistency.	Poorly formatted, does not meet standards.

9.5 Dissertation Report Evaluation

The Dissertation Report Evaluation shall assess the academic quality, methodological rigour, completeness, and overall presentation of the student's completed dissertation. The evaluation shall consider the student's ability to formulate and present the research problem, review and analyse relevant literature, apply an appropriate approach to addressing the research problem, present and discuss the results, draw meaningful conclusions, and communicate the research work in accordance with the prescribed academic requirements.

The Dissertation Report shall be evaluated based on Introduction, Literature Review including Background Theory and Problem Formulation, Problem Statement, Problem Solving, Results and Discussions, Conclusions and Future Directions, Listing of References, Technical Writing and Language Skills, and Dissertation Preparation and Submission. The assessment shall carry 100 marks and shall be evaluated by one internal examiner.

The detailed distribution of marks for each evaluation parameter is presented in Table 7, while the corresponding performance-based evaluation rubrics are provided in Table 8. The rubrics provide four levels of performance: Excellent, Good, Satisfactory, and Needs Improvement, with defined mark ranges for each evaluation parameter. The Dissertation Report shall be prepared in accordance with the format prescribed in Annexure V.

Table 7. Component 2 - Report Evaluation

Sl. No.	Attribute	Max Marks	Evaluation by
1	Introduction	6	One Internal Examiner
2	Literature Review including Background theory and Problem Formulation	12	
3	Problem Statement	6	
4	Problem Solving	24	
5	Results and Discussions	24	
6	Conclusions and Future Directions	10	
7	Listing of References	6	
8	Technical Writing and Language Skills	6	
9	Dissertation Preparation and Submission	6	
	Total Marks	**100**	

Table 8. Rubrics for Component 2 - Report Evaluation (100 Marks)

Criteria (Marks)	Excellent	Good	Satisfactory	Needs Improvement
Introduction (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Strong, well-justified, and clearly articulated.	Good introduction but lacks minor depth.	Basic introduction, lacks clarity.	Weak or unclear introduction.
Literature Review & Problem Formulation (Maximum marks: 12)	**9-10 Marks**	**6-8 Marks**	**3-5 Marks**	**0-2 Marks**
	Extensive, well-analyzed, and directly relevant.	Good review but minor gaps.	Basic review, lacks strong analysis.	Weak or unclear literature review.
Problem Statement (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Clearly defined, strong rationale.	Well-defined but lacks minor depth.	Basic clarity, lacks strong coherence.	Poorly defined or unclear problem.
Problem Solving (Maximum marks: 24)	**19-24 Marks**	**13-18 Marks**	**7-12 Marks**	**0-6 Marks**
	Strong methodology, clear execution, and well-justified.	Good methodology but minor execution gaps.	Basic execution, lacks depth.	Poorly structured, lacks coherence.
Results and Discussions (Maximum marks: 24)	**19-24 Marks**	**13-18 Marks**	**7-12 Marks**	**0-6 Marks**
	Well-analyzed, insightful, and effectively communicated.	Good discussion but lacks minor depth.	Basic analysis, lacks strong insights.	Weak or unclear discussion.
Conclusions and Future Directions (Maximum marks: 10)	**8-10 Marks**	**7-8 Marks**	**5-6 Marks**	**0-4 Marks**
	Strong, well-structured, insightful, and actionable.	Clear conclusions but lacks depth.	Basic conclusions, lacks clarity.	Poorly structured or missing conclusions.
References (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Properly formatted, well-researched citations.	Well-cited but minor formatting issues.	Basic citations with inconsistencies.	Poor or missing references.
Technical Writing and Language Skills (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Well-written, grammatically correct, clear, and precise.	Minor grammatical or clarity issues.	Basic language, some clarity issues.	Poorly written with major errors.
Dissertation Preparation and Submission (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Well-structured, properly formatted, and meets all guidelines.	Properly formatted but minor issues.	Basic preparation, lacks some elements.	Poorly structured, does not meet guidelines.
Introduction (Maximum marks: 6)	**5-6 Marks**	**4-5 Marks**	**2-3 Marks**	**0-1 Mark**
	Strong, well-justified, and clearly articulated.	Good introduction but lacks minor depth.	Basic introduction, lacks clarity.	Weak or unclear introduction.

9.6 Overall Assessment and Qualifying Requirement

The marks obtained in the Interim Project Presentation, Final Project Presentation, and Publication shall be consolidated to determine the score for Component 1 – Dissertation and Publication Assessment, carrying a total of 100 marks. The Dissertation Report Evaluation shall constitute Component 2, carrying a total of 100 marks. Accordingly, the overall assessment of the MBA Dissertation shall carry 200 marks, comprising 100 marks for Component 1 and 100 marks for Component 2.

The Pre-Project Presentation shall not carry any marks and shall not form part of the formal assessment components. However, successful participation in the Pre-Project Presentation shall be a mandatory milestone in the dissertation process.

The student shall secure a minimum of 40% marks in each of the two assessment components to successfully complete the MBA Dissertation. Accordingly, the student shall obtain at least 40 marks out of 100 in Component 1 and 40 marks out of 100 in Component 2. The marks obtained within each component shall be aggregated from its respective assessment sub-components in accordance with the prescribed assessment framework.

A student who secures less than 40% in either Component 1 or Component 2 shall not be considered to have successfully completed the MBA Dissertation, irrespective of the overall aggregate marks obtained out of 200.

10. Research Ethics, Academic Integrity and Responsible Research Practices

The MBA Dissertation shall be undertaken in accordance with the applicable University policies and ethical standards governing academic research. Students shall maintain academic integrity, research originality, appropriate acknowledgement of sources, and responsible conduct throughout the dissertation process. The requirements specified in this section shall be applicable to research undertaken within the disciplines of Management and Commerce.

10.1. Research Ethics and Academic Integrity

Students shall conduct the dissertation research with honesty, transparency, academic integrity, and professional responsibility. The research problem, methodology, data collection, analysis, findings, and conclusions shall be presented accurately and without fabrication, manipulation, or misrepresentation.

All information, ideas, concepts, data, tables, figures, and other materials obtained from external sources shall be appropriately acknowledged and cited in accordance with the

prescribed referencing style. Where copyrighted material is reproduced, the student shall comply with the applicable copyright and permission requirements. The contributions of individuals who have made substantive contributions to the research or publication shall be appropriately acknowledged in accordance with University requirements.

Where applicable, the student shall comply with the ethical requirements prescribed by the University for research involving human participants, interventions, or other activities requiring ethical clearance. The requirement for ethical clearance shall be determined based on the nature and scope of the proposed research and the applicable University requirements.

Students shall also disclose any actual or potential conflict of interest that may influence the conduct of the research, analysis, interpretation, or reporting of findings.

10.2. Plagiarism and Similarity Check

The MBA Dissertation shall comply with the RUAS Plagiarism Policy. The University policy specifically applies to postgraduate students and requires plagiarism checking before submission of a postgraduate dissertation.

The student shall ensure that the dissertation maintains academic originality and that all borrowed ideas, information, quotations, data, and materials are appropriately cited and acknowledged. The prescribed plagiarism/similarity check shall be conducted using the University-approved mechanism, and the similarity report shall be submitted along with the dissertation as required.

The University Plagiarism Policy specifies an acceptable similarity index of ≤10% for postgraduate dissertations/assignments. The similarity report shall be attached as prescribed, and the required declaration shall be duly signed by the student and the relevant authorities before final submission.

Any matter relating to plagiarism, academic misconduct, or violation of academic integrity shall be dealt with in accordance with the applicable University policies and regulations.

10.3. Responsible Use and Disclosure of Artificial Intelligence

Students may use Artificial Intelligence (AI) and AI-assisted tools as supporting tools during the dissertation process, where permitted. The use of AI shall not replace the student's own intellectual contribution, research work, analysis, interpretation, or responsibility for the dissertation. Students who use AI tools shall use them responsibly and transparently, verify AI-generated information and references using reliable sources, protect confidential and personal data, and ensure that the submitted dissertation reflects their own research and academic work. Where applicable, students shall submit the prescribed AI-use declaration indicating the AI tools used and their purpose. Students shall not present AI-generated content as their own original work or use unverified AI-generated information or references in the dissertation. The student shall remain fully responsible for the accuracy, originality, and academic integrity of the submitted dissertation.

11. Dissertation Submission and Completion Requirements

The student shall submit the completed Dissertation Report and all prescribed supporting documents within the stipulated timeline and in the prescribed format. The final submission shall comply with the applicable University academic, plagiarism, and research requirements, including submission of the required Turnitin similarity report and declarations, wherever applicable. The student shall incorporate the relevant corrections and recommendations arising from the dissertation evaluation process before final submission, where required. The MBA Dissertation shall be considered successfully completed only when the student fulfils the prescribed submission requirements and satisfies the minimum qualifying requirements of 40% in both Component 1 and Component 2 of the dissertation assessment.

12. Best Dissertation Award

The Best Dissertation Award is evaluated based on five established criteria: Innovation, Social Relevance, Enrichment, Potential for Patent/Research, and Dissertation Project Compilation. Each criterion carries 10 marks, with a total of 50 marks. The evaluation is undertaken by the designated panel members based on the prescribed assessment template.

Table 9. Best Dissertation Award – Evaluation Framework

No.	Evaluation Dimension	Maximum Marks
1	Innovation	10
2	Social Relevance	10
3	Enrichment	10
4	Potential for Patent/Research	10
5	Dissertation Project Compilation	10
	Total	**50**

Annexures

Annexure	Prescribed Template
Annexure I	Dissertation Project Diary
Annexure II	Pre-Project Presentation Template
Annexure III	Interim Project Presentation Template
Annexure IV	Final Project Presentation Template
Annexure V	Dissertation Report Template

Annexure I: Dissertation Project –Diary

Ramaiah University of Applied Sciences

Faculty of Management and Commerce

MBA Program

Batch FT 2024

Dissertation Project –Diary

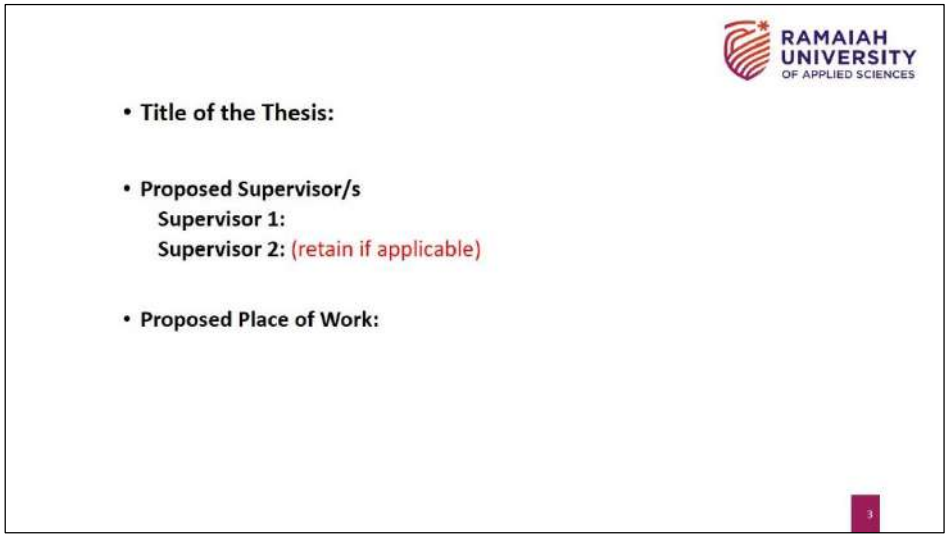
Name of the Student(s)	
Academic Supervisor	
Industrial Supervisor, if any	
Title of the Project	

Note: This dairy has to be presented to the supervisor during Dissertation Project discussions.

Date of Interaction
Discussion Details
Remarks from the Supervisors

Signature of the Student(s)	
Signature of the Supervisor	

Annexure II: Pre-Project Presentation Template



Outline

- Introduction
- Literature Review
- Summary of Literature Review
- Identified Research Gaps Title and Aim
- Objectives
- Methods and Methodology
- Resources Availability
- Expected Outcomes
- Gantt Chart
- References

4

Introduction

5

Literature Review

S No	Author, Year of Publication	Research Focus	Methods and Methodologies used	Research Findings	Conclusions drawn by authors	Limitations of Study	Critical Appraisal of the Published Work (by the student)
1							
2							

6

Summary of Literature Review

Identified Research gaps

Title and Aim

- **Title:**
- **Aim:**

Objectives

1. To...

10

Methods and Methodology

Objec -tive No.	Statement of the Objective	Method/ Methodology	Resources Required

11

Resources Availability

Resources	Availability

12

Expected outcomes

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Outcome	Yes	No
Research Publication		
Patent		
Publication and Patent		

13

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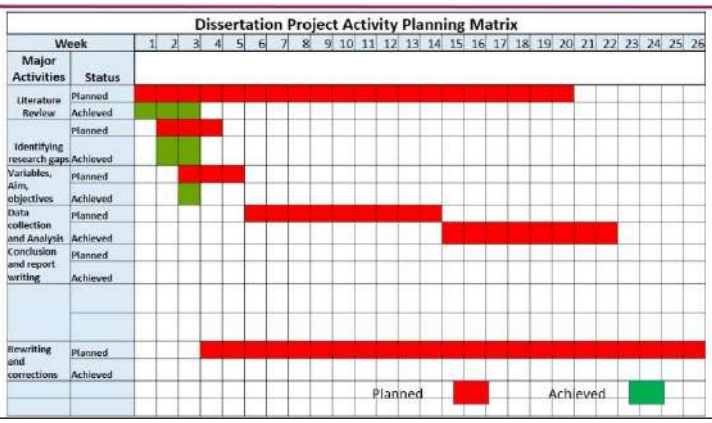
Gantt Chart (14 weeks only)



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References

- Harvard style referencing

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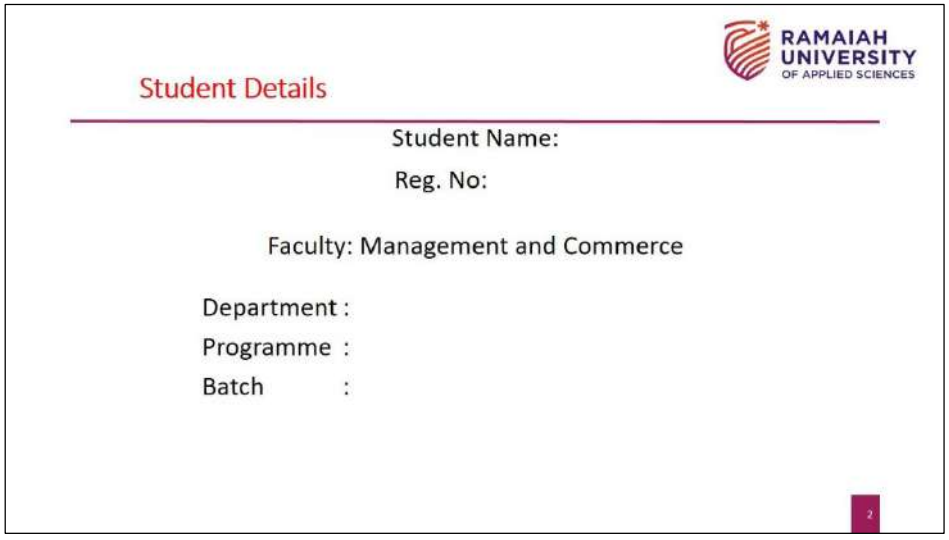
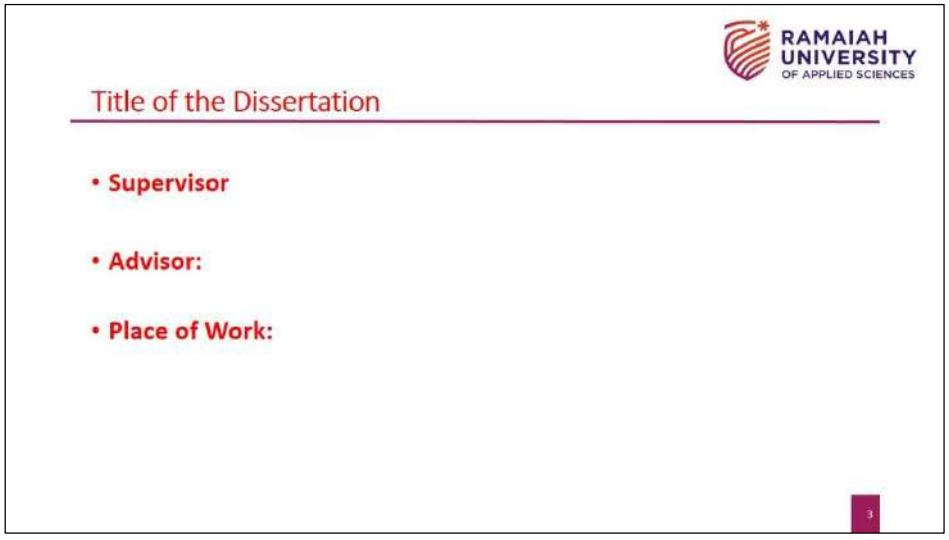
Thank You
WWW.MSRUAS.AC.IN

Annexure III: Interim Project Presentation Template





Outline

- Introduction
- Motivation
- Title
- Aim and Objectives
- Summary of Literature Review
- Summary of the Dissertation Work
- Progress Report of Dissertation Work
- Gantt Chart
- References

4

Title

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Motivation

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Introduction

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Summary of Literature Review

9

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Literature Review

8

Research Gaps and Research Questions

10

Conceptual Model/Framework/Simulation

11

Aim and Objectives

Aim:

Objectives:

12

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Summary of the Dissertation Work Progress

Objective No.	Statement of the Objective	Method/ Methodology	Status (Completed/ On-going/yet to commence)
1			
2			
3			
4			

**At least 2 objectives should be completed

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Key Results and discussions - Objective 1

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Key Results and Discussions - Objective 2

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Summary of Results

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Findings

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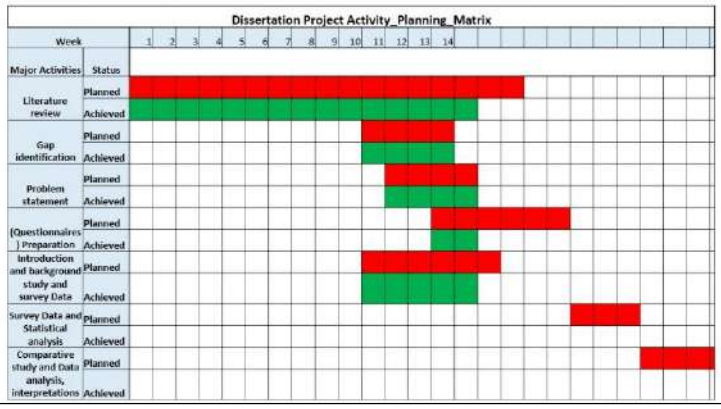
Gantt Chart



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References

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Title should be in title case**
Contents font size 24 Calibri**

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- Conference/Journal Submission Details :

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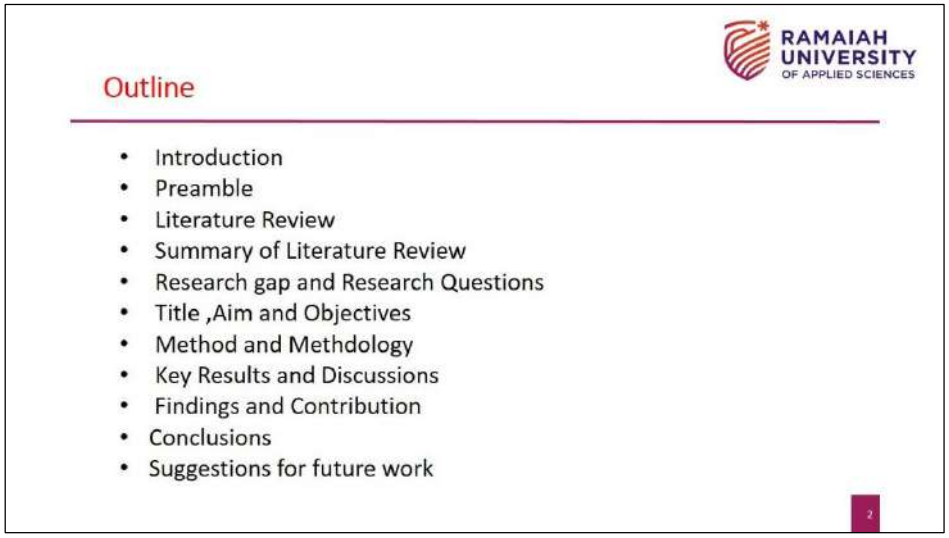
Annexure IV: Final Project Presentation Template



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Title of the Dissertation

- **Supervisor**
- **Advisor:**
- **Place of Work:**

4

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Title

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Preamble

- Background theory
- Motivation of the Project

6

Introduction to the Research Problem

Literature Review and Problem Formulation

- National Perspective
- International Perspective
- Summary of literature

Summary of Literature Review

Research Gaps and Research Questions

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Conceptual Model/Framework/Simulation

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Hypothesis

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Title , Aim and Objectives

Title of the Study

Aim:

Objectives:

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Scope of the study

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Method and Methodology

- Research Design
- Hypothesis
- Sample size Calculation
- Questionnaire Design
- Descriptive statistics
- Conceptual Model /Framework/ Simulation
- Verification and Validation

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Key Results and discussions - Objective wise

- Analysis (objective wise)
- Results (objective wise)
- Suggestions for future work
- Limitations

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Findings and Contribution

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Findings and Contributions

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Conclusions

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Limitations and Future work

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Acknowledgements

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Appendix

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Contents font size 24 Calibri**

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Annexure V: Dissertation Report Template

Study on Factors Influencing XXXXXXXX XXXXXXXXX

M.B.A in XXXXX Management

Department of Management Studies

Submitted By : XXXXXXXXXXX

Reg. No. : XXXXXXXXxx

Supervisor : XXXXXXXXXXX

October 2026

Faculty of MANAGEMENT AND COMMERCE

M. S. Ramaiah University of applied sciences

Bengaluru - 560 054

Faculty of Management & Commerce

VISION

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

MISSION

M1 To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment

M2 To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach

M3 To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach

M4 To develop Leaders with a holistic mindset sensible to humanity and Society

Programme Educational Objectives (PEOs)

PEO-1: Practice contemporary global management principles in a wide range of business and real-world paradigm

PEO-2: Conduct applied research for addressing relevant business and social concerns through an evidence-based approach

PEO-3: Excel as aspiring Intrapreneurs and Entrepreneurs for Societal Well-being

PEO-4: Bestow Human Values with a rational mindset for contingent business solutions

Programme Outcomes (POs)

PO-1: Apply knowledge of management theories and practices to solve business problems

PO-2: Foster Analytical and critical thinking abilities for data-based decision-making

PO-3: Ability to develop Value based Leadership ability

PO-4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

PO-5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Faculty of MANAGEMENT AND COMMERCE

RAMAIAH UNIVERSITY OF APPLIED SCIENCES

Certificate

This is to certify that the Dissertation titled ***"XXXXXXXXXXXXXXXXXXXX"*** *is a bonafide record of the work carried out by* ***XXXXXXXXX, Reg. No. XXXXXXXXXXX*** *in partial fulfillment of requirements for the award of M.B.A. Degree of M. S. Ramaiah University of Applied Sciences in the Department of Management Studies.*

October 2026

Supervisor

Dr. Chandra Sen Mazumdar	**Dr. K.M. Sharath Kumar**
HOD	**Professor & Dean**

Declaration

"Study XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX"

The dissertation is submitted in partial fulfillment of academic requirements for the M.B.A. Degree of M. S. Ramaiah University of Applied Sciences in the Department of Management Studies. This dissertation is a result of my own investigation. All sections of the text and results, which have been obtained from other sources, are fully referenced. I understand that cheating and plagiarism constitute a breach of University regulations, hence this dissertation has been passed through plagiarism check and the report has been submitted to the supervisor.

Signature :

Name of the Student :

Reg. No. :

Date :

Signature :

Name of the Mentor :

Acknowledgment

I am indeed grateful to Vice-Chancellor, Registrar, Controller of Examinations and research Co-ordinator, MS Ramaiah University of Applied Sciences Bangalore for their support to complete this research work.

It gives me immense pleasure to place on record my deep sense of indebtedness to my research supervisor XXXXXX, Faculty of Management and Commerce, MS Ramaiah University of Applied Sciences Bangalore, whose guidance and encouragement enabled me to execute the research work. This task would have become impossible without her co-operation and all possible assistance.

I am thankful to all the Respondents who have readily furnished me with the required data.

I am extremely thankful to Dr. K.M.Sharath Kumar, Professor & Dean of Management and Commerce Department, MS Ramaiah University of Applied Sciences Bangalore, for the timely suggestions.

I would like to thank all my friends and well-wishers in supporting me to shape the research study.

Abstract

Abstract should contain 3 paragraphs

I paragraph - research problem

2 paragraph - method and methodology

3 paragraph - Findings conclusions and future work

Keywords: *Credit card, Factors, Financial Wellbeing, Measurement Model, Private and Business respondents.*

Table of Contents

List of Tables

List of Figures

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1.1.1Background theory

- **1.1.2 Motivation of the Project**
-

1.2 Introduction to the Research Problem

-

2. Literature Review and Problem Formulation

2.1 Literature review (Increasing order year wise)

2.1.1 National Perspective

2.1.2 International Perspective

2.2 Summary of literature

2.2 Identification of Research Gap

2.3 Research questions

3.1 Problem Statement

- **Title**
- **Aim**
- **Objectives (4 Objectives)**

3.2 Scope of the Study

3.3 Methods and Methodology

Objective No.	Statement of the Objective	Method/ Methodology	Resources Utilised
1			
2			
3			
4			

4.1 Research Design

4.2 Hypothesis

4.3 Sample size Calculation

4.4 Questionnaire Design

4.4 Descriptive statistics

4.5 Conceptual Model /Framework/ Simulation

4.6 Verification and Validation

4.7 Conclusion

5.1 Key results and discussion

5.1.1 Analysis (objective wise)

5.1.2 Result (objective wise)

5.2 Findings and Contribution

5.3 Conclusions

5.4 Suggestions for future work

5.5 Limitations

References

Appendix

QUESTIONNAIRE

Analysis Results

Any other

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