

***Master of Business Administration
Service sector Management
(MBA-FSM)***

SYLLABUS

**Semester - III
&
Semester - IV**



2014-2015

**Faculty of Management Studies
M.L. Sukhadia University
UDAIPUR (RAJ.)**

FM-401 : MAJOR RESEARCH PROJECT

The objective of this course is to prepare the students to conduct a study of an Industry/organization or project utilizing the tools and techniques learned in the first three semesters of the programme.

The focus of the study could be an in depth analysis of an industry and within the industry study of an organization as a case study. The emphasis is on macro and micro level study of issues/problems. Alternatively, if an organization has a problem, its diagnosis and solution in the form of an analytical analysis or model building could be considered which can be implemented.

The comprehensive project study could also be carried out as a comparative analysis of the same industry in different countries, if feasible.

The project should have substantial primary/secondary data. The student is expected to conduct a detailed survey of literature and/or analysis of the secondary/ primary data. In case of a status report of an industry, it is expected that the student collects data regarding all aspects related to a particular industry, analyse the data and present the findings.

Prior to conduct of the study, a student is required to prepare a short research proposal of the study and it is also expected that the study would lead to recommendations and implementable plans of action.

Types of Projects:

1. Comprehensive case study of Industry or segment
2. Organizational study aimed at inter-organizational comparison/validation of theory/survey of management practices with reference to particular industry.
3. Field study (empirical study) with respect to any research issue.
4. Feasibility Study as Comprehensive Project.

EXPECTED FORMAT FOR PREPARATION OF THE PROPOSAL

- Introduction and Statement of the Problem
- Short Literature Survey
- Research Design and Hypothesis, if any
- Research Methodology
- Data Sources

- Time Budget
- Tentative Chapter Plan
- Expected Contribution of the study
- Beneficiaries
- A short write up on the researcher
- Bibliography/Appendices, if any

REPORT FRAMEWORK

- Initial pages
- Executive summary
- Introduction/statement of problem
- Detailed survey of literature
- Need – objective of the study
- Methodology/Focus/Scope/Limitations • Text of the study including analysis
- Conclusions and Recommendations including plan of action
- Bibliography
- Appendices

FORMAT OF PRESENTATION

1. The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices.
2. Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.
3. Acknowledgement of all sources of information through footnoting and biography is an essential requirement of the study.

CONDUCT OF THE PROJECT

1. The comprehensive study should be done by a team of two students. Undertaking comprehensive

project by a single student should be discouraged.

2. A faculty member should be assigned to each group. The faculty member should ensure that there is proper analysis of data with some amount of originality. Cut and paste of data/analysis/material should not be allowed.
3. Ideally the comprehensive study should start from the third semester and the deadlines for different activities such as identification of topics, presentation of proposal, data collection, etc., can be specified by the respective institution so as to discourage last minute compilation and collation of data/materials.
4. Two copies of the report (one print + one digital) should be submitted by the student(s) to the institute. The institute has to submit combined CD of all the projects to the