



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 4</b>
<b>Type of Course</b>	-	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
-	-	12	6	-	-	150	-	300

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<p><b>Introduction</b></p> <p>The students will have to undergo Research Project Dissertation (RPD) during the Fourth Semester, and submit a “Research Project Dissertation (RPD) Report” by the end of the semester.</p> <p>Research Project Dissertation (RPD) is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, students are required to undergo RPD as per the prescribed format and duration. The RPD is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization. Students can choose to undertake the project either with an organization or can carry out a project independently.</p>		
2	<p><b>Objectives of RPD</b></p> <p>OBJECTIVES:</p> <p>RPD undertaken with an organization: Learn strategic aspects of the specialization domain Select a topic of significant relevance to the organization and undertake an intensive research based investigation to identify solutions and answers. This shall serve the objective of enabling students to learn about problems faced by businesses and ways of finding remedies for them. In developing recommendations for how the organization might resolve the issue, students are expected to synthesize business concepts learned in the program and demonstrate their real-world business applications. Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.</p> <p>RPD undertaken independently: Provide students an opportunity to apply the knowledge and skills acquired in their courses to a specific problem or issue. Allow students to extend their academic experience into areas of personal interest, working with new ideas, issues and individuals. Students can undertake a study pertaining to an entire industry and develop a holistic and macro view of the environment. Students can undertake a fully-researched, costed and complete business plan for a new business venture which might justify investment against a predicted return. They shall still have to conduct a full literature review relevant to the type of business or proposition. This shall provide students an opportunity to simulate setting up of a new business venture. Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills. The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization. Please refer to RPD Handbook for Complete Guidance.</p>		
<b>Total</b>			

Laboratory work will be based on above syllabus with minimum required experiments/exercises to be incorporated.