



UNIVERSITY OF TOMORROW



Guidelines for Synopsis and Dissertation





Guidelines for Synopsis Preparation

A synopsis is a blueprint of the dissertation that an MBA student intends to undertake. It provides a structured outline of the research problem, objectives, methodology, and expected outcomes. The following guidelines will help students in preparing an effective synopsis.

Topic- Choose a topic specific to your area of specialization

Who can be your supervisor?

- An industry professional with 3 years of experience and a master's degree or its equivalent.
- PhD (optional)

Synopsis must align with the following format:

Format Requirements

- Font: Times New Roman, 12 pt
- Spacing: 1.5 line spacing
- Alignment: Justified
- Margins: 1-inch on all sides
- Page Numbers: Bottom-right corner
- Length: Typically 5-10 pages

Structure of the Synopsis

Title Page

- Title of the research (should be concise and clear)
- Name of the student
- SAP ID
- Name of the institution/department
- Supervisor's name and designation

Introduction

- Background of the study
- Importance and relevance of the research
- Brief discussion on the research area

Statement of the Problem

- Clearly define the problem under investigation
- Justification for selecting the problem

Research Questions

- They form the basis of literature review, methodology and analysis
- They must align with the aim of the study

Objectives of the Study

- List the specific objectives the research aims to achieve
- Objectives should be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound)

Review of Literature

- Summary of previous research related to the topic
- Identification of research gaps

Research Methodology

- **Research Design:** Descriptive, exploratory, experimental, etc.
- **Data Collection Methods:** Primary (surveys, interviews, etc.) and/or Secondary (books, journals, reports, etc.)
- **Sampling Method:** Population, sample size, and sampling technique
- **Tools for Data Analysis:** Statistical tools, qualitative techniques, or software (e.g., SPSS, Excel, Python, R, etc.)

Scope of the Study

- Geographical, industry-specific, or demographic limitations
- Expected contribution to academia, industry, or society

Expected Outcomes

- What the study aims to establish
- Practical implications of the research

Limitations of the Study

Constraints related to time, data availability, sample size, etc.

Bibliography

- List of sources cited in the synopsis

Submission Guidelines

- Submit the synopsis in soft copy on LMS before the given deadline.
- Ensure proper formatting and proofreading before submission
- Seek prior approval from the supervisor before the final submission



Guidelines for Dissertation Preparation

A dissertation is a comprehensive research document that MBA students must submit as part of their degree requirements. It presents an in-depth analysis of a specific research problem and includes findings based on systematic investigation. The following guidelines will help students in preparing a well-structured dissertation.

Format Requirements

- **Font:** Times New Roman, 12 pt
- **Spacing:** 1.5 line spacing
- **Alignment:** Justified
- **Margins:** 1-inch on all sides
- **Page Numbers:** Bottom-right corner
- **Length:** Typically 60-100 pages

Structure of the Dissertation

Title Page

- Title of the dissertation (should be precise and meaningful)
- Name of the student
- SAP ID
- Name of the institution/department

- Supervisor's name and designation
- Submission date

Declaration and Certificate

- Declaration by the student stating originality of the work
- Approval certificate from the supervisor or institution

Acknowledgements

- Recognition of individuals and institutions that assisted in the research

Abstract

- Summary of the dissertation (approximately 300-500 words)
- Brief outline of research problems, methodology, and key findings

Table of Contents

- List of chapters and sub-sections with page numbers

List of Figures and Tables

- Enumeration of all figures and tables used in the dissertation with respective page numbers

Introduction

- Background of the study
- Importance and relevance of the research
- Research Questions
- Objectives of the study
- Structure of the dissertation

Literature Review

- Comprehensive review of previous research in the field
- Identification of gaps in the literature
- Theoretical framework or conceptual model

Statement of the Problem

- **Research Design:** Descriptive, exploratory, experimental, etc.
- **Data Collection Methods:** Primary (surveys, interviews, case studies) and/or Secondary (books, journals, reports, etc.)
- **Sampling Method:** Population, sample size, and sampling technique
- **Tools for Data Analysis:** Statistical tools, qualitative techniques, or software (e.g., SPSS, Excel, Python, R, etc.)

Data Analysis and Interpretation

- Presentation of collected data in tabular or graphical formats
- Interpretation of key findings
- Statistical or qualitative analysis results

Discussion and Findings

- Comparison with previous studies
- Explanation of significant results
- Contributions to theory and practice

Conclusion and Recommendations

- Summary of findings
- Practical implications and recommendations
- Suggestions for future research

References

- List of all sources cited in the dissertation
- Follow a standard referencing style (APA)

Appendices

- Additional data, questionnaires, interview transcripts, etc.

Submission Guidelines

- Submit the dissertation in soft copy on LMS before the given deadline.
- Ensure proper formatting and proofreading before submission
- Seeking prior approval from the supervisor before the final submission
- Plagiarism should be less than 10 percent
- Students are advised not to completely rely on AI generated content and be particular with the citations, etc.



Declaration

I, _____ a student of Master of Business Administration (MBA) _____ at UPES Online , hereby declare that the dissertation titled “_____” submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration is my original work.

I confirm that this dissertation has not been submitted, in whole or in part, for the award of any other degree or diploma at any other university or institution. The work presented in this dissertation is a result of my own research and efforts, and where the ideas or words of others have been used, they have been appropriately cited and referenced.

I understand that any form of plagiarism, misrepresentation, or unauthorized use of external content is a serious academic offense and may lead to the rejection of my dissertation or disciplinary action as per the university's guidelines. I take full responsibility for the authenticity and originality of the content presented in this dissertation.

Signature

Student's Name

SAP ID



Certificate by the Supervisor

This is to certify that the dissertation titled “_____” submitted by _____, bearing SAP ID _____, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) at UPES Online, has been carried out under my supervision.

The work presented in this dissertation is the original research of the student and has not been submitted elsewhere for any other degree or diploma. To the best of my knowledge, the dissertation meets the standards of academic integrity and originality required by the university.

I further certify that the student has successfully completed all necessary requirements, including data collection, analysis, and report writing, in accordance with the prescribed guidelines.

Signature of Supervisor:

Supervisor's Name:

Designation:

Department/Institution Name:

Date:



Format of Synopsis/ Dissertation Front Page

TITLE OF THE SYNOPSIS/ DISSERTATION

16 size, bold; with 1.1 spacing

Dissertation submitted to CCE for the partial fulfillment of the degree of MBA/BBA /B/COM

16 size, bold; Space,
MBA (Infrastructure Management)
16 size, Normal

Supervisor:
Dr./ Mr. XYZ
Designation
Organisation
Place, State, Country

Dr. XYZ -12 size, bold;
rest 11 size normal and
with 1.2 spacing

Submitted by:
Dr. / Mr. XYZ
SAP ID:
UPES Online
Dehradun – 248 006

UPES Online
UPES, Dehradun, Uttarakhand, India
Month, Year

13 font size ,
bold with 1.2 spacing
Month Year 12 size normal