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**INTERNATIONAL INSTITUTE OF
PROFESSIONAL STUDIES**

SYLLABUS FOR

MASTER OF BUSINESS ADMINISTRATION (MS) 5 YEARS

Semester X

IM 1001B
Industrial Project / Dissertation / Major Research Project

About MRP & it's Benefits

The Major Research Project is an opportunity offered to selected students where they conduct an indepth research on any topic of their choice. The MRP helps the students in number of ways :-

- **Nurtures academic insight** - The classroom teaching has certain limitations in terms of depth of subject that can be covered. MRP provides the student scope to explore the topic of choice in greater details. Exposure to an area of research undoubtedly also helps students explore career fields.
- **Enhances Observation skills** - The skill of research is not confined to the so-called academic research world. Research is an everyday practice of observation or data collection in order to make decisions or solve problems in an informed way. It happens in any organisation, and the demand for research skills are increasing.
- **Enhances inquisitiveness** - The ability to ask the right questions about a situation, to decide on the information required understanding the issue, to gather the information and analyse it in a rigorous way, and to develop sound recommendations is a much-needed skill for leaders. MRP helps in equipping MBAs with such skill, which helps them in decision making.
- **Out of class learning** - The capacity of leaders to keep learning and to discover new insights has increasingly become a sought-after skill. This demands formal research initiatives by practitioners and it also requires the ability to listen intelligently to the information signals emitted from everyday activities, from inside as well as outside the organisation – and to learn from these. MRP helps build up on these skill sets.
- **Accentuation of Integrated thinking** - Organizations need leaders who can rise above the paradigms of their own functional expertise; leaders who can see the bigger picture. MRP helps the students to put his learning in a proper perspective and gain a holistic view of all functional areas.

All these qualities do offer an indirect benefit to the student during campus recruitment

Mentoring

Each of the student is assigned a research supervisor from the faculty members on the basis of topic selected by the student. The student gets an opportunity to interact with him/her regularly on a one to one basis.

Best Project Award

The best project is selected from each functional area , i.e. Finance, Marketing and HR. The selected project is awarded a certificate during the passing out cere