Mandatory Course 3: Academic Research Writing

Course Type:	RP: Research Paper	Course Credits:	2
Course Code:	C4RP533	Course Duration:	-

Course Objectives:

- To equip students with the ability to identify relevant business research topics, conduct ethical and analytical research, and effectively present their findings with academic rigor and professionalism.

Course Outcomes:

- CO1: Identify and define relevant research problems within chosen functional areas, supported by critical review of existing literature and theoretical frameworks.
- CO2: Apply appropriate research methodologies and analytical techniques to collect, interpret, and synthesize primary and secondary data effectively.
- CO3: Create and communicate well-structured research reports and presentations that demonstrate academic writing proficiency, critical thinking, and ethical research practices.

Guidelines:

- A Research Paper of sufficient quality that meets standard publication requirement must be prepared of *50 marks (having plagiarism less than 15%)*. As part of the submission process, students will be required to warrant that they are submitting their original work, that they have the rights in the work, that they are submitting the work for first publication in the Journal and that it is not being considered for publication elsewhere.
- The Research work should be undertaken in the selected functional area (Finance / Marketing / Human Resource / Operations & SC / Systems & DB)
- Based on the quality standards of a paper, it will be further sent for publication in RGCMS/other peer reviewed/ reputed journals.
- The topic selected and research work conducted for the Academic Research Writing should incorporate both primary and secondary data components.
- Academic Research Writing should preferably not exceed 8 – 13 pages in all.
- The Academic Research Writing completed by students should be submitted as a written report of minimum 6000 words, Times New Roman, Text Font:12, Title Font: 14, Line Spacing: 1.5 with 1" margin on all sides on standard A4 size paper & should be organized in the following order:
- Title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of

paper, Conclusion and References.

- The title of the paper should be in capital letters, bold, size 16" and centered at the top of the first page.
- The author(s) and affiliations(s) should be centered, bold, size 14 and single spaced, beginning from the second line below the title.
- Figures and tables should be centered, separately numbered, self-explained.
- Please note that table titles must be above the table and sources of data should be mentioned below the table.
- The authors should ensure that tables and figures are referred to from the main text
- Structure of the Paper to include following components:
    - Introduction
    - Literature review
    - Theoretical / conceptual framework of Research and Research Methodology
    - Data analysis and interpretation
    - Result discussions, findings, managerial implications and recommendations.

Mode of Evaluation:
- Marking will be done based on evaluation by the external evaluator.
- The evaluation of the Academic Research Writing to be based on following parameters.

Evaluation rubric/ grid for the assessment:

Sr. No.	Criteria (10 Marks Each)	Marks
1	Understanding of Organization, Problem Statement & Literature Review	10
2	Research Methodology	10
3	Analysis and interpretation	10
4	Writing Quality & Presentation	10
5	Originality & Conclusion	10
	TOTAL	**50**

2.i. Chapter Schemes:

This Academic Research Writing has to be presented in a number of chapters. Each of the other chapters will have a precise title reflecting the contents of the chapter. A chapter can be subdivided into sections, sub-sections and sub-sub-section so as to present the content discretely and with due emphasis. Following Chapter requirements explained.

I. INTRODUCTION:

The purpose of the introduction is to introduce the research project to the readers. History/ Facts build-up is necessary & story telling approach must be used.

- **Need for the study/ Problem Statement definition-** enough background should be given to make clear to the reader why the problem was considered worth investigating by the researcher.
- **Objectives of Study-** It should contain a clear statement of the Project
- **Scope of the study** – relevance/applicability at work & to people

II. PROFILE OF THE ORGANIZATION:

The objective is to describe the organization in brief to form the frame of reference and scope of study. Points like formation, employees, structure, turnover, milestones, products and services offered etc., SWOT analysis of the organization should be covered.

III. LITERATURE REVIEW:

This shall normally present a critical appraisal of the previous work published in the literature pertaining to the topic of the investigation. The extent and emphasis of the chapter depends on the nature of the investigation/research design of the subject matter. A Brief theoretical backdrop & literature review about the project is required to be given referring to some standard textbooks, journals, magazines & newspapers etc. Attempts should be made to collect latest information by scanning articles published in periodicals, journals etc. Please note that latest authentic data adds to the quality of the project and gives good impression to viva- voce.

IV.   RESEARCH METHODOLOGY:

The **Methodology** adopted in conducting the Research/study must be fully explained. How was the study carried out? What was its basic design? If the data were collected by means of questionnaires or interviews, then exactly what questions were asked..? If measurements were based on observation, then what instructions were given to the observers? Regarding the sample used in the study the reader should be told: Who were the subjects? How many were there? How were they selected? The statistical analysis adopted must also be clearly stated. In addition to all this, the scope of study should be stated and the boundary lines be demarcated. The various limitations, under which the research project was completed, must also be narrated.

In this section you are required to furnish:

- **Research Design, Population, Sample, Primary and Secondary Data**
- **Use of Statistical techniques for data analysis**
- **Limitations to the Study**

V.   DATA ANALYSIS & INTERPRETATION:

A detailed presentation of the findings of the study, with supporting data in the form of tables and charts together with a validation of results, is the next step in writing the main text of the report. This generally comprises the main body of the report, extending over several chapters. The result section of the report should contain statistical summaries and reductions of the data rather than the raw data. All the results should be presented in logical sequence and split into readily identifiable sections. All relevant results must find a place in the report. But one is to decide about what is relevant in the basic question. Statistical tools are to be used for analyzing the data, which is mandatory.

VI.   FINDINGS:
Based on data analysis presented in earlier chapter relevant observations/findings are to be made.

VII.   RECOMMENDATIONS:
A statement of recommendations is required to be made in non-technical language and is expected to be given to the organization

VIII.   CONCLUSION:
A Page write-up to conclude the study in brief manner.

IX.   BIBLIOGRAPHY

Mention Reference Books, Journals, Newspapers, Web Sites, Reports, etc. are to be listed, out here.

Other details:

1. Text details

- Font - **Times New Roman**

- All content text - **Font size 12 pts**

- Titles & Chapter Heading – **Bold & Font size 14 pt.**

- The typed text should be in black colour and

- Graphs and Charts must be coloured

2. Page Margins - **1.5" left & 1" Right sides.**

3. Line spacing - 1.5"

4. No Page Borders in project report**.**

5. Page numbering - Starting as page no. 1 after the index