



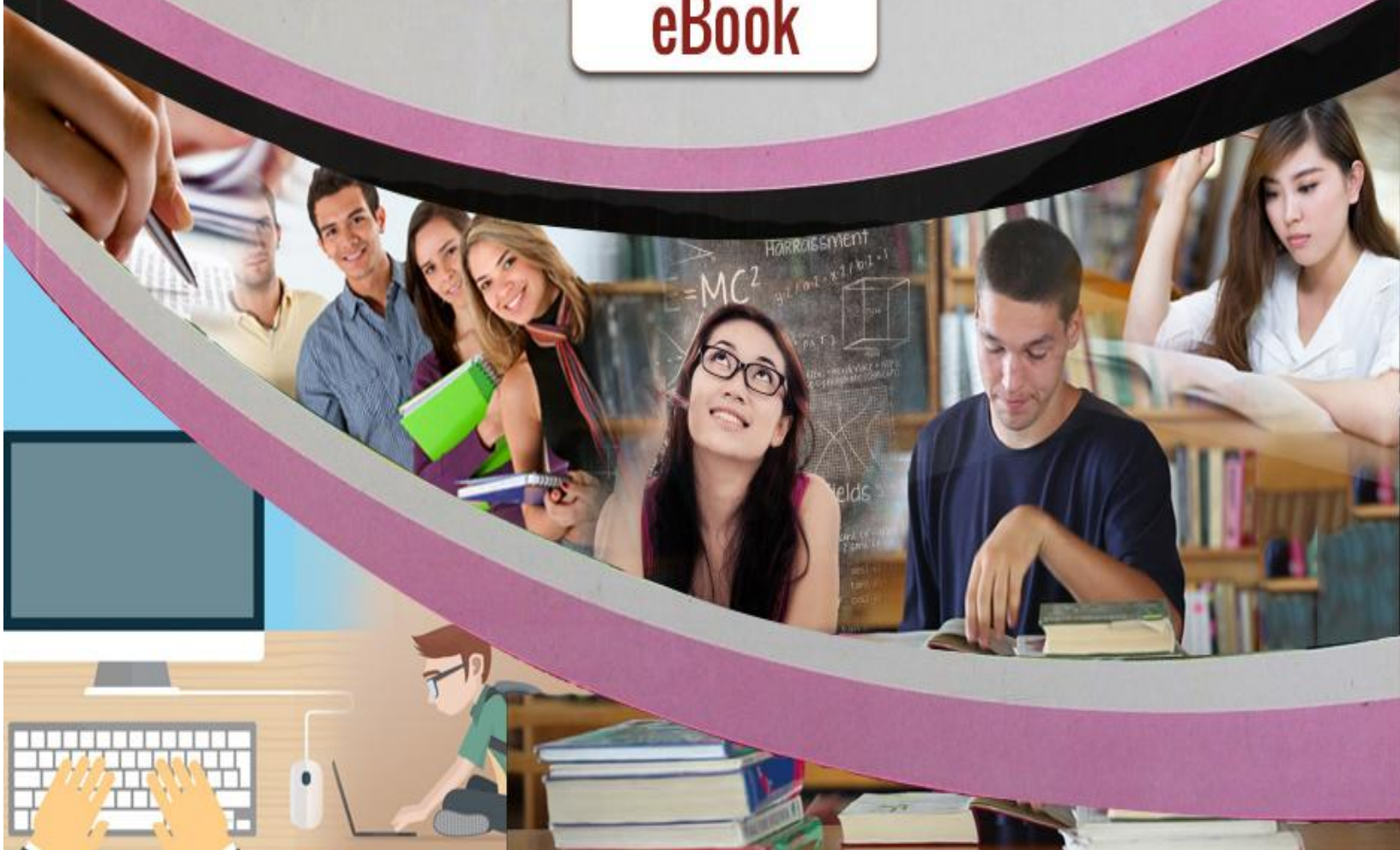
May

2017

MBA

A Comprehensive Guide on
"How to Write Great MBA Assignments"

eBook



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CHAPTER - 1

INTRODUCTION TO GREAT MBA ASSIGNMENTS

Achieving MBA Degree successfully is a by-product of writing first-class, A-rated MBA assignments. As a novice if you do possess penchant for writing, then you need develop a dab hand at writing assignments from the DAY 1. MBA assignments are the inevitable and a handy tool preferred by MBA college professors/lecturers to test your subject knowledge. An MBA assignment is meant to keep you busy and enhances your planning, organizing and implementation abilities for the upcoming corporate career.



Image Courtesy: Pinterest

Hence, you need to convert this activity into your favourite leisure activity and get you name in the good books of teachers! You must be thinking “how can someone convert MBA

Assignment Writing exercise into favourite pass time activity”. We will guide you on the same and make MBA life the best part of your life.

Importance of MBA Assignments

Make sure that you write assignments well because they will affect your grades adding on to your final CGPA. An added advantage of the MBA assignments is that they will make you more knowledgeable about a particular topic and hence you will slowly and steadily learn the art of articulating your thoughts into right words. If not, then a poor quality of assignments will lead to poor scores resulting in poor placements.

So make sure that you know the **art of writing MBA Assignments that leaves an ‘A Grade’ impression on your faculty**. To lessen you difficulties in writing the assignments, read some easy steps that you can follow and come up with a finest MBA Assignment. As a beginner, understand that writing an assignment is a continuous task and you must get into the habit of bifurcating this practice into three phases.

Phase 1: Research & Preparation

A well-rehearsed homework is required before writing an MBA assignment. As a first move, you need to develop the understanding of the

topic on which you have been assigned the work.

There is a quote which says that “*You can’t follow your heart when it’s more confused than your head.*” This quote is true about the story of a MBA student as well.

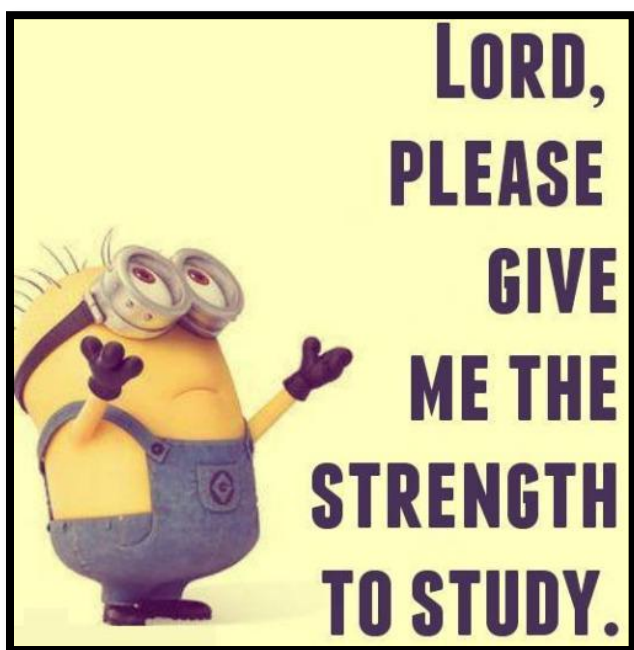


Image Courtesy: Pinterest

The Lord will give you the strength to study only if you are able to think rationally. Rational thinking emerges from the virtue of being level-headed. When you do not have in depth-understanding of the topic, you won’t be seeking help from anyone like the minion. Instead, you **bring out the best in your assignment**. So it would be advisable to find out the objective of writing an assignment on that topic. Once you have a list of 2-3 objective that clearly defines the scope of your assignment, then you would have a clear idea

regarding the expectation of the faculty from you.

Second step is to engage in comprehensive research work to accumulate the pieces of information that will complete your puzzle (*obviously your assignment*). Wait, while collecting the information, you also need to simultaneously maintain a repository of sources that will be further deployed in the assignment to enhance the authenticity of the work.

Phase 2: Writing Phase

After getting through with the research work which is indeed fatiguing, collecting the relevant information and start compiling it. This is the level playing field where you can score all the fours and sixes and make the audience happy on your star performance.

Provide upto the mark texts that are required to fulfill the objectives and make sure that the information is written precisely instead of elaborative texts. Do not mention facts that don’t have a valid source. Provide an impressive beginning and conclusion because this is where you can catch the attention of the reader.

Phase 3: Presentation

Writing assignment is not the end. There is a lot more to it!



Image Courtesy: Pinterest

Yes, you heard it right! You need to toil further dear MBA aspirant. The MBA assignment writing story doesn't end here. Infact, phase 3 is one of the most important stages which if not followed well can make you assignment look shabby.

After you have compiled all the information on the MS word document or on some rule sheets, you are left with the job of formatting your assignment and make it presentable. It is the hallmark of a good chef to not just cook good

food but also present it like a pro. Another must have in your assignment is proofreading. Proofread the facts mentioned in the MBA assignment and make sure that you do not end up with grammatical errors. Such errors leave a faulty impression of your shallow knowledge on the professor. Leave no stone unturned to make this part picture perfect. Another important and mandatory requirement that you need to accomplish is "avoid plagiarism" in the work. Negligence on this issue can also lead to cancellation of assignments. B-Schools take this issue seriously and can also impose penalty on the students for such acts.

These are few simple tips that you need to follow when you sit to write an outstanding MBA assignment. Once you become a master at writing these assignments, then you help your friends in writing one such assignment too!

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by experts

MBA Test
Take practise tests



ASK OR ANSWER
Expert Help



BOOK STORE
Buy Online



QUIZ & TEST
Play Online



MOBILE APP
Go Mobile

CHAPTER - 2

RESEARCH & CHECKLIST

BEFORE YOU START WRITING

Samuel Johnson once said “The greatest part of a writer's time is spent in reading, in order to write.” The fact cannot be ignored considering the amount of research that is required for preparing an MBA assignment. Be it a topic from marketing, finance, human resource management or operations management, research is a must have to complete this task. A well-researched assignment will depict the depth of your knowledge and hence improve your grades too.

Always remember, when it comes to research “‘Google’ is not a synonym for 'research'.” You have other important resources such as books, libraries, primary research methods, and focus group interviews etc. Do not always rely on the internet to find out facts.

Before Writing: Things to Remember

In this article we will examine the steps involved in ‘**Phase 1**’. A detailed review of these steps will aid you in a smooth ‘take off’ for writing your MBA Assignments. If you mess up in this phase, God save your assignment. But if you prepare the batter well, the cake will taste soft and yummy.

Step 1: Know your subject first

Our very basic advice to you is, do not end up like the boy shown below. When you are entrusted with the task MBA assignment, don’t take it as a burden.

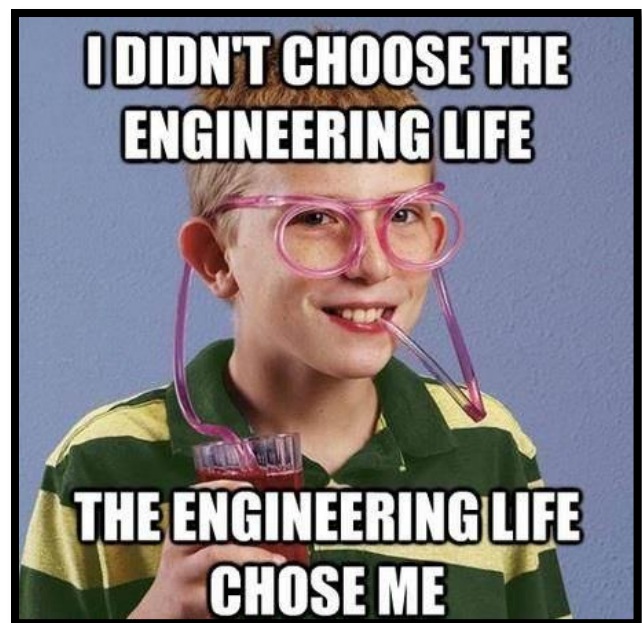


Image Courtesy: Quora

It is often observed that **students don’t possess same level of interest in all the subjects**. At this point, you need to understand the objective of studying the subject and its relevance in your MBA course. **Once you understand the rationale behind that topic in your course**, you will find easy to work on it.

Factors such as loss of concentration, continuous yawns while studying and distraction in the work will not trouble you

much. Such trivial issues will get sidelined when you will start working on your weak points. So carefully listen to your lectures in the class and **discuss faculty's expectation on the assignment** before you move forward to work on it.

Step 2: Research is the Key

You won't have to end up like Spongebob in the classroom if you have a well-researched assignment in hand, to present to your teacher.



Image Courtesy: Pinterest

Yes.. It is a fact! A **well-researched assignment is necessary so that an in-depth analysis can be written.** It will also help you enhance the quality of your work. Faculty appreciates the efforts of students who include the researchers conducted by eminent authors and researchers in their assignment. Research work will also widen your thinking skills and you will be able to suggest a 'way forward' to an existing theory or problem.

Step 3: Confirm information from various sources

Authenticity of the information is the hallmark of genuine information presented in MBA assignment. To render your assignment authentic, you need to **confirm the information from various sources.** It might happen that some facts and figures in your assignment might be questioned by your professor. At that time you can justify your point if you have valid sources. **Ambiguity in the assignment can lead to poor impression** and your professor might question you like the man in the cartoon shown below:

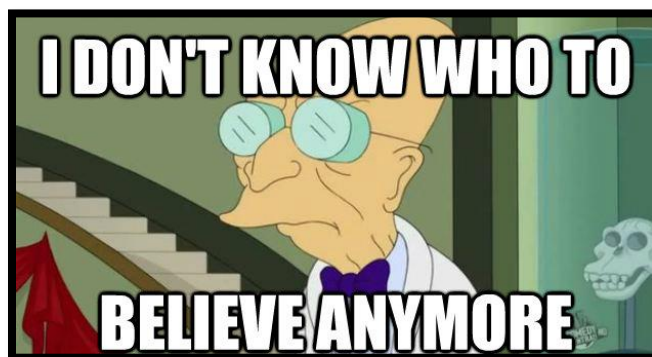


Image Courtesy: quickmeme.com

Step 4: Prepare a review of literature

We recommend that you prepare a review of literature to save yourself from the end time hassles. While obtaining information from various sources, you can **compile a table in which particulars such as 'Author's name, Year of research, objective of the study, finding of the study'** can be mentioned. This

effort will help you **create a repository of the relevant facts** that can be used in the assignment and ignore the irrelevant facts not related to your study.

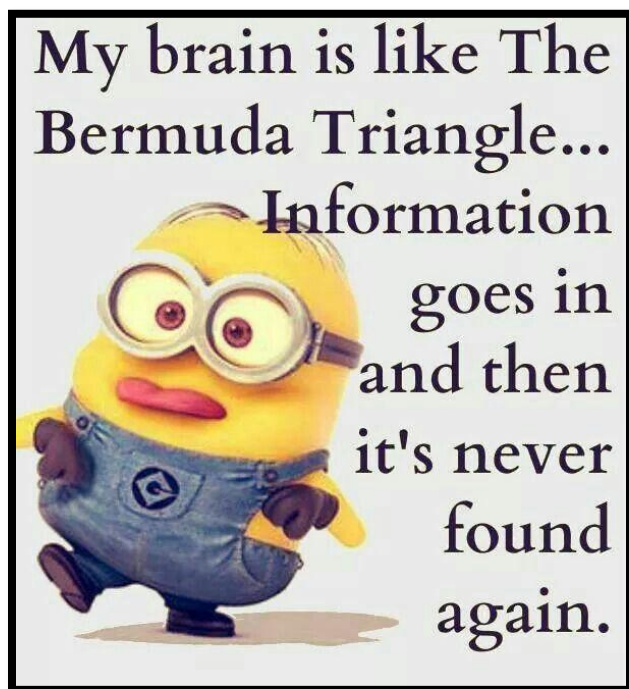


Image Source: Pinterest

Not only this, maintaining 'review of literature' will keep you aligned with your research or else you will also feel like the minion after investing hours of research. If you wish to keep yourself on the other side of the story, follow this practice earnestly and win the day!

Step 5: Use classroom notes and lectures to add value

In the age of technology, students are doing wonders in keeping up with the pace of the classroom lectures. The meme shown below is a

perfect example of **using technology for keeping a track record of classroom notes.**

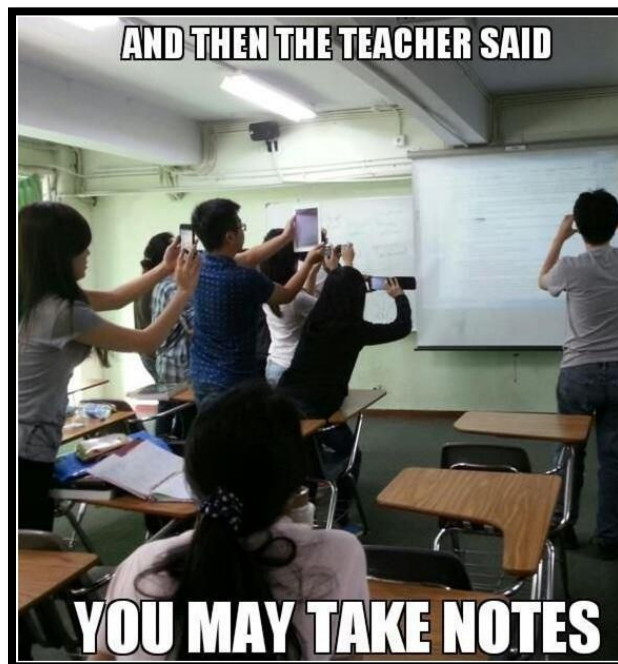


Image Courtesy: London Beep

Never ever miss on the inputs provided by the lecturer. Keep them as a **source of first hand information**. Your faculty would like to see how creatively you have used the inputs provided by them in the assignment. You can add more information to it as a 'value add on'. These efforts are sure to fetch you excellent grades by the teacher.

If you have mastered the art of collecting all the ingredients in optimum quantity to prepare the recipe well then rest of the task will feel like a cakewalk. But the real task of writing the assignment is yet to go!!

CHAPTER - 3

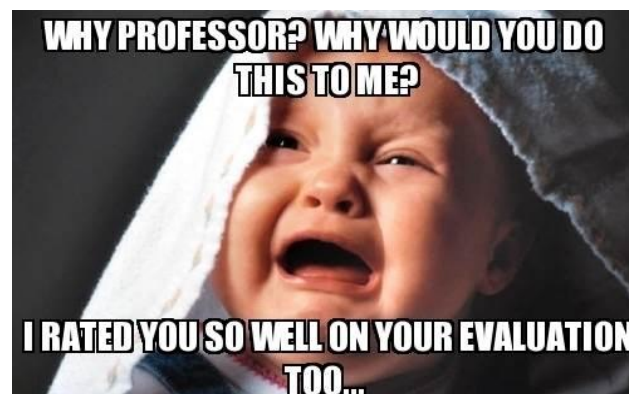
STEP-BY-STEP GUIDE TO WRITE IMPRESSIVE MBA ASSIGNMENTS

For most students joining top MBA Colleges in India, writing is still an art they are alien to. However, being MBA students, they have churn out several MBA assignments, project papers and research thesis as part of their course curriculum. Therefore, as an MBA students or even an MBA aspirant who is planning to join the corporate world soon, learning the art of writing a great assignments is pivotal.

Why MBA Assignments?

It is very likely that if you are a recent entrant to an MBA college, you hate your professors for assigning so many MBA assignments and project work that requires you to write pages after pages of reports, data and analysis. But, before we jump to any conclusions about your faculty members, it is important to understand why do professors love MBA assignments so much?

So, before you actually put pen to paper, it is important to understand the motive and reason behind assigning MBA essays and projects.



Source: Funny Memes

Is MBA assignment a blessing in disguise?

Yes indeed it is! As future managers, there would a ton load of responsibilities on your shoulder. And considering the globalized nature of business world, it is very likely that communication would play the key role in your personal success as well as the success or failure of your firm. Therefore, as a manager, writing is a key skill that any organization would look for in a business manager. This is the same reason that MBA entrance exams have started diversified their formats and admission process and included WAT as an essential part of the selection criteria.

So, the primary reason that MBA courses focus so much upon writing assignments in a diverse array of domains is to help you learn the basics

of writing skills while navigating through the web of large chunks of data, corporate policies and analytical information.

Why deliver Good quality MBA Assignments?

Now that we have worked out WHY you need to write good MBA Assignments, it's time to actually learn HOW! In the write up below, we would try to give you the step-by-step process following which you can create a master piece of an MBA Assignment that would not only impress your professor but also add a feather to your cap when it comes to placement season.

It's all about Writing: How to Begin and End

1. Work out the main theme to build on the idea

Theme Building is the most crucial step that will help you write seamlessly. If you have defined the theme of your assignment then half of the work is done. Consider for an example that your marketing prof. gives you an assignment on **Consumer Behaviour in FMCG Products**. This is a very wide topic and you are expected to shorten down the scope of the topic. You can narrow down areas on which further research is possible. List down important areas on which research is possible, such as:

- Consumer purchasing capacity for organic eatables

- Consumer purchasing capacity for soft drinks
- Consumer purchasing capacity for processed foods



Image Source: Slideshare

Once you are clear with the theme of the project on which you are ready to work, it will be easy to list down its objectives, find your target group, and profile their demographics for the study.

This step will define the framework within which you will invest your efforts in writing and churn out the crucial points that you collected in the preliminary research stages.

2. Allocate Sub-points to express you idea

Once a teacher and student were discussing the expectation of teacher from student. This conversation might also define what your teacher expects from you!



Source: weeklystorebook.com

So, this is the stage where **you can portray your ‘best abilities’**. We recommend that you consider this step as a mandatory requirement to enhance the readability of your text. When you mention **long sentences and paragraphs** of more than 80-100 words, it **spoils the readability of the text**. You can follow the below mentioned tips for enhancing the readability aspect of the information in your MBA Assignment.

- Make sub-points to describe the idea that you wish to present.
 - If possible include bulleted pointers, make tables, pie-charts, and bar diagrams to represent the numerical data.
 - Use highlighter to highlight the important points for the reader. This will support the analytical work carried out by you.
 - You can also include images to present the idea to leave a visual impact on the reader.
- These points will keep the reader hooked and interested to find out more about the topic and navigate through the matter easily. Moreover, if you are able to present you data well then **grades are going to be yours without a doubt**.

3. Provide enough examples to prove your point

It is said that one should “**lead by example not decree**” and it is a well-proven fact. When you mention a theory or a law, it would not be self-illustrated unless you support it with a real-life example. MBA is a professional course which is better understood if provided with real-life examples wherever possible. Be it Max Webber’s or CK Prahalad’s every theory, all have emanated from the real-life scenarios which made the thinkers ponder over and come up with a solution to problems.

For say, if you wish to explain a concept of economics called as ‘**bottom of the pyramid (BOPP)**’ that is said to affect the nation from top to bottom, you can use this image to easily illustrate your point.

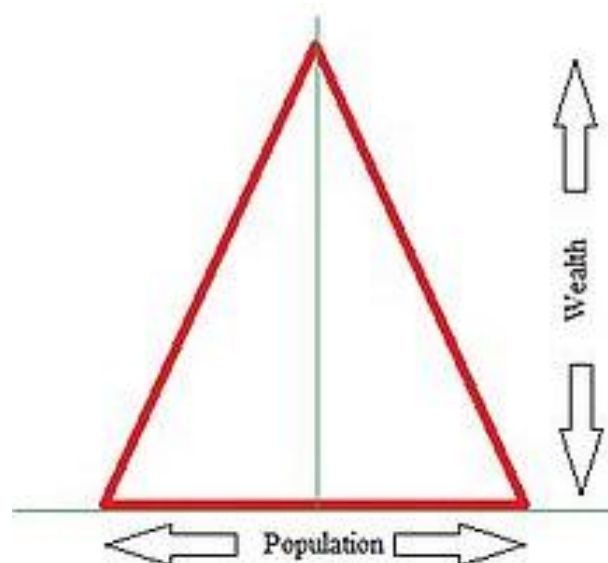


Image source: Wikipedia

The image is self-explanatory, that states that wealth remains in the hands of few powerful

and is not distributed equally among the bottom of the pyramid population.

Such examples will exhibit the latent creativity in you to explain a difficult concept in layman terms.

4. Critical Analysis exhibits your thought-process

This cartoon is a perfect example of the critical analysis which is required in the MBA assignments. Like the opinion of nomads differ on blocks of rocks, your opinion might also differ from your peers on the same problem. **Critical analysis will exhibit your resourceful grey matter and will help the evaluator understand your thought process on a particular issue.**



Image Source: Pinterest

This is one of the areas where you can fetch maximum marks if your ideas and analysis is appreciated by the evaluator. The essence of the whole problem, objectives can be weaved in here to bring out the gap and suggest the way forward.

5. Provide an impressive intro and conclusion

There goes an Irish Proverb which says ‘**Good beginning makes Good endings**’. A good beginning compels the readers to further rummage through the pages and seek more information.

Make an impressive intro to grab the attention of your evaluator and your MBA assignment won't go ignored. You can follow these tips to make a stronger intro:

- Do not repeat the title of the project in the beginning
- Keep sentences short and catchy. Use phrases or idioms to hit the bull's eye.
- Keep a personal touch for the reader to make the text interactive. Use ‘you’, ‘your’ etc words.
- Be Intriguing (you can begin with example, question, scenario, quote or puzzle).

Another important point that you must not ignore is the conclusion. This part must be fetching too. This part will define the entire hard

work put in by you. To make it worthy, **summarise your arguments and main points.**

Wrap it up nicely by mentioning phrases such as “in conclusion” etc. Your conclusion should carry these points

- Talk about the problem that existed
- Mention the solution that you offered to solve it and
- You can also mention what more can be done in future that you have not been able to accomplish due to time or resource constraints. This will leave ‘food for thought’ for other researcher to carry forward your work.

If you have followed all the above mentioned points, it is expected that you might feel like the student in this cartoon

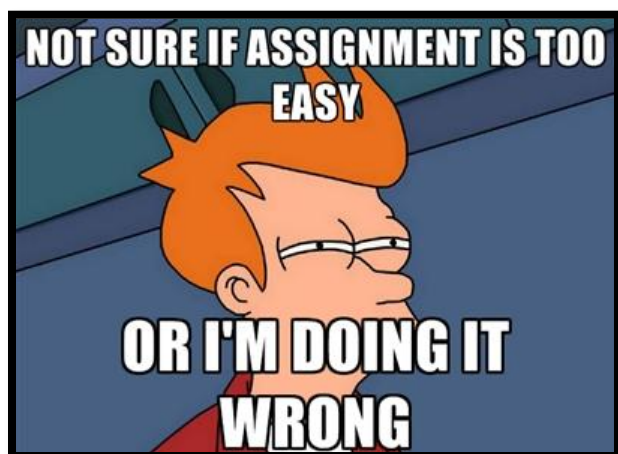


Image Source: Pinterest

We wish that you are on the brighter side of this radar. Make your assignment writing a pleasant experience.

But MBA assignment writing does not ends here. Yes we know that by now you must be

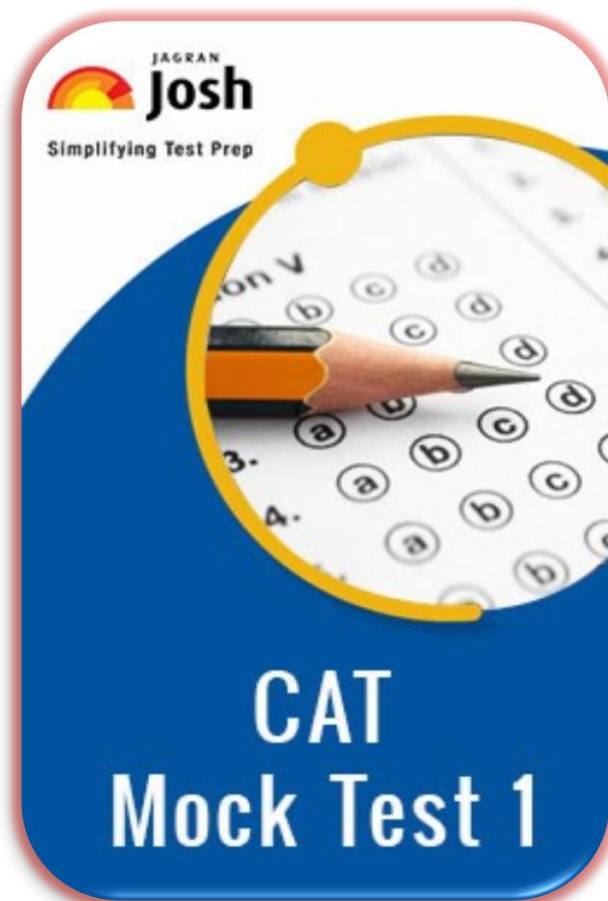
basking in the glory with competed assignment in your hand. Still a lot remains to be done!

What lies beyond writing and research work?

What more can be added to your worthy assignment?

How can you make your assignment seem more purposeful to your faculty?

Find out in the next chapter which talks about the ‘Beyond Writing’ aspects that will make the MBA assignment more exciting to read and submit with your teacher....!



CHAPTER - 4

FINAL CHECKLIST TO COMPLETE

MBA ASSIGNMENT WRITING

As an MBA aspirant, you must understand MBA assignment writing is not only about jotting down facts on a piece of paper (or word document) to present to your guide. The assignment is a document which will carry well-organised facts and figures which is relevant to the research topic assigned by your teacher. It is a complete brain-work which does not end with 'completing the writing part'. There is more to it which remains undone. If you do not pay attention on the detailing of these areas then the efforts put in the assignment work will seem dull and unwanted. Hence, it is important to present your assignment rightfully which pleases your guide. So you need to work on the formatting, index (table of contents), proofreading the assignment for grammatical accuracy and plagiarism check.

Why so much effort?

Without formatting, proofreading, and presentation, the assignment is similar to notes provided in classroom lectures for future reference. You need to pay attention to detailing of facts and turn them into a useful report.

This step is crucial to learn because once you step in the corporate environment, everything is

well-documented and presented in highly organised manner. In fact, some organisations have their own training centers where they train the newly recruits on how to format the document and make the information seem relevant to the user by incorporating smart-art.

So let us find out a few steps which will help us in submitting an 'A grade' assignment to our guides and fetch awesome scores.

Part 3: Beyond Writing

1. Avoid plagiarism... Do not Copy Paste

We do understand that in academic writing there is lesser scope for providing 100 per cent original content. But, plagiarism can be avoided if you follow these points effectively in your assignment:

1. **Provide Citations** in the text. You can use any of the document formatting guidelines (i.e. APA, MLA, Chicago, etc.) recommended by your B-school
2. **Provide quotes** with the name of the speaker/author/spokesperson
3. **Provide authentic references** at the end of the assignment (books, magazines you used)

4. **Provide complete link of the website** from where you picked the content. You can also hyperlink the text if you submit soft copy of the assignment

5. Finally **paraphrase the text** wherever possible to avoid directly copying the verbatim. Use quotation marks to mention key statements of influential people.

These 5 pointers will ensure a plagiarism free submission of your assignment and you will walk free even after copying the works of others because you did it righteously!

2. Presentation attracts Points

The look and presentation of your MBA assignment is critical criteria that carry good weightage for the assignment. Thus, it is advisable that you leave time for this task as well. Check that you prepare the assignment in order which comprises of following parts

1. Title Page
2. Table of contents
3. Introduction to the topic
4. Body (review of literature)
5. Analysis & findings
6. Conclusion
7. Reference list

You also need to add 'acknowledgements' and 'Executive summary' if it is a project work. Another important step to ensure smooth submission is 'Formatting' which we will be taking up soon. It is said to be the sub-set of

presentation and can help you score amazing grades. Word-processed assignments make a lasting impression on the evaluator and save your effort from re-writing the entire assignment.

A poorly presented assignment leaves can boring out expressions as shown below:

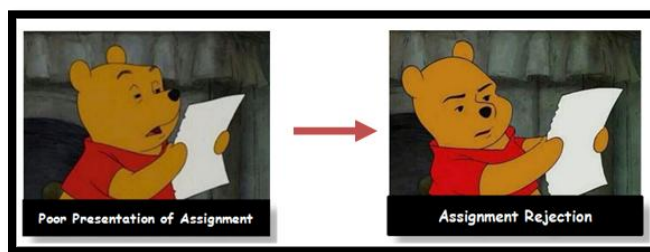


Image Source: Pinterest

So make sure to submit a well-polished assignment because presentation reaps good marks.

3. Formatting is a must have

For MBA assignments, formatting is the mother of all the tasks. You cannot submit your assignment without undergoing this step. In some B-schools, there are special formatting guidelines which if not followed can lead to deduction in your grades. So make sure that when you are done with the MBA assignment, you do not miss out on formatting the documents.

Another interesting fact which you must be aware of is, students have faced rejection in assignment submission not because of the poor quality of content, but because of the poor

formatting of the content. They finally end up feeling like the person in the troll below:

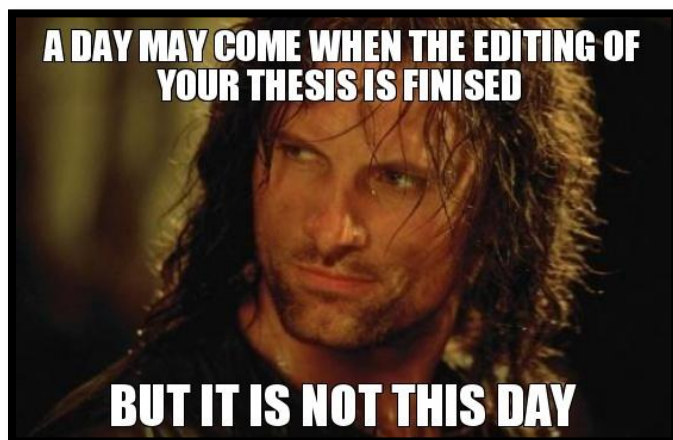


Image Source: Trollme.com

Follow the guidelines meant for aspects such as font size, font style, page margins, spacing, header and footer etc. If you feel that you are not good at it, then watch YouTube videos and free tutorials to learn the basic MS word doc formatting. It is very important to follow the guidelines being issued for formatting the assignment and save your time and effort for the next assignment.

4. Proofread multiple times

Proofreading your MBA assignment is the final step that must be taken before a document considering your task 'complete for submission'. Proofread your document by slowly reading the text and figure out if it makes sense and communicates message to the reader. Search for errors in spelling, word usage, grammar, and punctuation. Thereafter, consider rewriting the parts which seem vague and grammatically incorrect. The matter written in

the assignment should convey message without ambiguity. The *minion* wants to say something but he wishes to clarify this grammatical error pertaining to tenses.

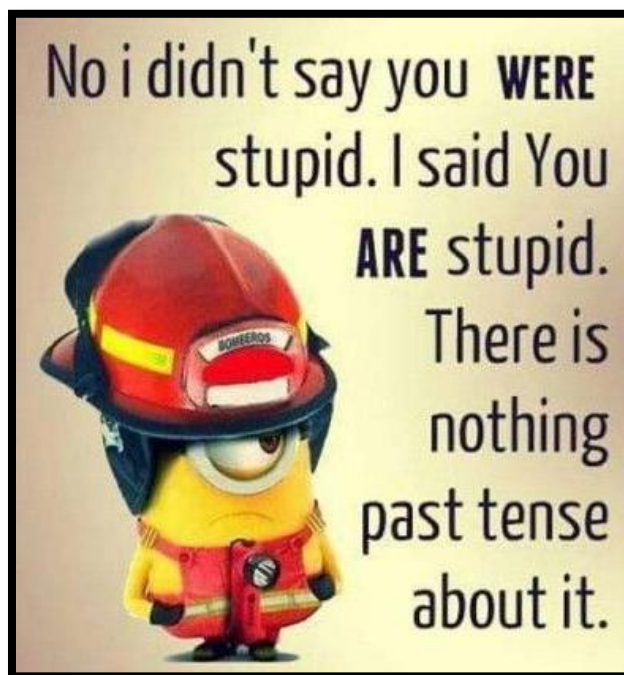


Image Source: Pinterest

Scrutinize your MBA assignment multiple times and remove all possible errors associated with grammar, sentence placement, active-passive tenses and sentence run-ons. Use formal tone in academic writing and stick to it. Do not mention slangs or leave sentences incomplete anywhere. Incorporate all the guidelines mentioned here, and submit an error-free assignment to exhibit the best version of what you can write.

5. Deliver your assignments on time

You have put in mighty efforts in the assignment but do not forget to submit the assignment before the deadline. Deadline is the

preliminary criterion which leads to acceptance or rejection of the work. Before you participate in the race, set your alarm clock to finish all the tasks on time.

As a future manager, time management, meeting the deadlines under pressure, organizing your tasks in limited resources are some traits which are looked upon eagerly by the recruiter. Accomplishing the tasks on deadlines can also help you plan ahead for the other assignments well-in-time.



Image Source: Pinterest

You will only be able to achieve your deadlines once you allocate time for all the steps mentioned in previously.

Follow the time religiously and do not procrastinate at all. Give up this habit to excel in your course and the race will be yours at the time of MBA placements.

With wide array of tasks to accomplish, you have plenty of time to plan for your assignment writing. We hope that you will follow these steps to accomplish the rewarding task of MBA Assignment writing and emerge as a winner in your batch.

