

- Internet Printout(s)
- Industry Printout(s)

STYLE GUIDE

Writing Style Guidelines

Writing style covers usage, punctuation, spelling, typography, and arrangement of words and phrases in printed materials. It establishes rules to provide a consistent approach to written material. You should follow these guidelines, unless specifically directed otherwise.

Abbreviations and Acronyms

In a formal report, you should avoid using abbreviations, with some exceptions. For example, some commonly used abbreviations are permissible, such as Dr., Mr. or Mrs., vs., Ph.D., etc. However, you should avoid abbreviations such as Prof., Univ., Feb., Tues., etc. The use of an ampersand (&) should be avoided unless it is part of a formal corporate name, such as Progressive Oils & Company. Acronyms are permissible in formal writing, provided the acronym is defined before its use. As an example, you would define TQM as follows: total quality management (TQM). Once you have defined the acronym, you can use the acronym freely in the rest of the report without defining it. If you are preparing a formal report, the acronym should be added to your glossary.

Article and Book Titles

Article titles should appear within quote marks in your text, footnote, and bibliography. The name of a publication (including the name of a journal, magazine, or other serial publication) should appear in italic. Book titles should appear in italic in your text, footnote, and bibliography. Do not underline titles. (In fact, do not underline anywhere in your report.) Article and book titles have certain rules for capitalization. These should be followed, despite what an online citation may show. In title capitalization, the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as, that, etc.) should be capitalized. Articles (a, an, the) coordinating conjunctions (and, but, or, for, nor), and prepositions are lowercase, unless they are the first or last word of the title.

Capitalization

Use of capital letters should be limited to proper nouns. For example: President A.P.J Abdul Kalam Azad. However, if you were referring to the president of the India, the term president would not be capitalized.

Colloquialisms

Colloquial refers to informal or conversational language that is not used in formal writing.

Commas

The comma is a valuable, useful tool in a sentence because it helps the reader pause in the right places. The rules provided here are those found in traditional handbooks.

1. Use commas to separate independent clauses when they are joined by any of these seven coordinating conjunctions - and, but, for, or, nor, so, yet.
2. Use commas after introductory (a) clauses, (b) phrases, or (c) words that come before the main clause.
3. Use a pair of commas in the middle of the sentence to set off phrases, clauses, and words that are not essential to the meaning of the sentence. Use one comma before to indicate the beginning of the pause and one at the end to indicate the end of the pause.
4. Use commas to separate three or more words, phrases, and clauses written in a series.
5. Use commas to separate two or more coordinate adjectives that describe the same noun.
6. Use commas near the end of the sentence to separate sharply contrasted coordinate elements in the sentence or to indicate a distinct voice pause.
7. Use commas to set off phrases at the end of the sentence that refer back to the beginning or middle of the sentence. These phrases are free modifiers that can appropriately be placed at the beginning, middle, or end of the sentence without causing confusion for the reader.
8. Use commas to set off all geographical names, items in dates (except the months and day), addresses (except the street name and number), and titles in names.
9. Use commas after “he said,” etc. to set off direct quotations and after the first part of a quotation in a sentence.
10. Use commas anywhere in the sentence to prevent possible confusion or misreading.

Formatting a Report

The following are guidelines for formatting a report.

- Top, Bottom Right and Left margins for a page should be 1”.
- 1.5 space reports, unless specified explicitly.

Headings

Headings are the titles and subtitles within the actual text. Headings are like the parts of an outline that have been pasted into the actual pages of a report or other document. They are an important feature of writing: they alert readers to upcoming topics and subtopics, help readers find their way around in long reports and skip what they are not interested in, and break up long stretches of straight text.

Headings are also useful for writers. They keep you organized and focused on the topic. When you begin using headings, your impulse may be to haphazardly add headings after you have written the rough draft. Instead, visualize the headings before you start the rough draft, and insert them in as you write.

Any standard office documentation software will provide default heading styles. Using the default headings makes it easier and enables you to automatically generate a table of contents for a report. Or, you can generate your own style. Refer to the pre-set menus on Typefaces and the section on Formatting Features in your documentation software. Headings should not be underlined. Use boldface and/or italics.

Hyphens

When two or more words form a single unit of meaning to modify another word, you should use hyphens to connect the words. For instance - vis-à-vis; face-to-face communication; state-of-the-art technology; salesperson-customer relationship; etc.

Quote Marks and Punctuation

When using quotation marks, punctuation should go inside the quotes. Use double quote marks in all cases, except when you have a quotation within a quotation, in which case you should use a single quote mark.

Possessive Usage

The possessive is used to indicate ownership, e.g., the company's profits. A common error occurs with dates. The following example is incorrect: "In the late 1970's and mid-1980's, with the goal of reducing quality costs, General Electric started implementing Six Sigma."

Spacing

You should allow a single-space following a punctuation mark, such as a period, comma, colon, etc. Using two spaces is a hold-over from the days of using typewriters for reports.

That/Which/Who Usage

A common mistake in writing is confusing *that* and *which*. *That* is restrictive and *which* is nonrestrictive. Some authorities believe that it does not make any difference. And, others subscribe to the belief that you need to distinguish the two for precise grammar. Be more thoughtful while using these two words.

Typefaces

The recommended typeface for the text of a report is 12-pt. Times New Roman or Book Antiqua or Arial font. For headings, you can use a different typeface. Following are suggested typefaces for headings:

First-level heading: **14-point Times New Roman/ Book Antiqua/ Arial font, Bold**

Second-level heading: **12-point New Roman/ Book Antiqua/ Arial font, Bold**

Third-level heading: **12-point New Roman/ Book Antiqua/ Arial font, Bold Italic**

Using Numbers

Current usage is that you spell out numbers that can be expressed in one or two words. The exceptions are when you are dealing with technical quantities or amounts, percentages, street addresses, etc.

Footnoting

Footnotes are meant for cross references, citation of authorities and sources, acknowledgement and elucidation or explanation of a point of view.

Footnotes serve two purposes

- (a) the identification of materials used in quotations in the report, and
- (b) Notice of materials not immediately necessary to the body of the research text, but still of supplemental value.

Foot notes are placed at the bottom of the page on which the reference or quotation which they identify or supplement ends. The convention is to separate footnotes from the text of the report by a space half an inch (0.5") and a line about one and half (1.5") long. Footnotes should be numbered consecutively, usually beginning with 1 in each chapter separately. The number should be superscribed at the end of the quotation.

Bibliography

Bibliographic entries should have a hanging indent. From an esthetic standpoint, it is best to a hanging indent of 0.25" The method of writing bibliography of some of the common sources is

shown below.

Books

- i. Author (s) eg. If Author name is C.R. Kothari, then it will be written as Kothari C.R.
- ii. Title
- iii. Place of Publication
- iv. Publisher
- v. Date of publication
- vi. Number of pages referred from “---to---”

Magazines & Journals/ Newspapers

- i. Author(s)
- ii. Title of-----
- iii. Volume Number
- iv. Serial Number
- v. Date of issue
- vi. Page number

Internet

- i. Name of the site
- ii. Article Name
- iii. Name of the Author

Page Numbering

The front matter of a report (title page, table of contents, list of figures, and abstract) uses lower case Roman numerals. The rest of the report uses standard numbering. The same applies to your text and bibliography.

Heading Styles

Headings should be used within your reports to distinguish topics and sections of a report.

Figures and Tables

When using graphics, tables, pictures, and other types of visual devices in a report, you need to provide two elements. One is a caption that identifies the contents of the graphic. The other is to provide documentation for the graphic or table.

REPORT WRITING AND ETHICS

Ethics Involved

To appreciate the manifestations of being ethical, you must know the difference between ethical and unethical practices in report writing. A few concepts are being discussed below. (The definitions are reproduced from the 'Handbook of Technical Writing' by Brusaw et al., St. Martin's Press, 1993.)

Plagiarism

“To use someone else’s exact words without quotation marks and appropriate credit, or to use the unique ideas of someone else without acknowledgment, is known as plagiarism. In publishing, plagiarism is illegal; in other circumstances, it is, at the least, unethical. You may quote or paraphrase the words or ideas of another if you document your source. Although you need not enclose the paraphrased material in quotation marks, you must document the source. Paraphrased ideas are taken from someone else whether or not the words are identical. Paraphrasing a passage without citing the source is permissible only when the information paraphrased is common knowledge in a field. (Common knowledge refers to historical, scientific, geographical, technical, and other type of information on a topic readily available in handbooks, manuals, atlases, and other references.)”

Paraphrasing

“When you paraphrase a written passage, you rewrite it to state the essential ideas in your own words. Because you do not quote your source word for word when paraphrasing, it is unnecessary to enclose the paraphrased material in quotation marks. However, the paraphrased material must be properly referenced because the ideas are taken from someone else whether or not the words are identical. Ordinarily, the majority of the notes you take during the research phase of writing

your report will paraphrase the original material. Paraphrase only the essential ideas. Strive to put original ideas into your own words without distorting them.”

Quotations

“When you have borrowed words, facts, or idea of any kind from someone else’s work, acknowledge your debt by giving your source credit in footnote. Otherwise you will be guilty of plagiarism. Also be sure you have represented the original material honestly and accurately. Direct word to word quotations are enclosed in quotation marks.”

Clearly, taking sentences/paragraphs from sources such as journal articles, books, reports, proceedings, theses, reports, and Internet, mixing them to camouflage the source, changing some of the words, or rearranging the sentences is plagiarism.

Picking sentences from various sources to form paragraphs is also plagiarism. Similarly, if there is a thesis/report already submitted and is closely aligned with your work, copying sections such as literature survey, methodology, theory, etc., with or without changes is also plagiarism. As per the current policy the University will host your Dissertation on the website provided the Dissertation is 65% or more original work. You must carry out your own literature survey, write your own interpretation of theory or methodology after reading the relevant material, or quote from earlier reports or the relevant material using quotation marks. If you do not have access to an article (appeared in a language other than English, or in an inaccessible or unavailable journal), but know about its contents through its review or references to its contents in another article, you can refer to this material but you must refer to both the articles.

Taking experimental data and pictures from others’ work or from the internet without citing the authors or the website is a far more serious issue. Graphs and schematics already published in a work can be reproduced after taking written permission from the copyright holder. You can alternatively re-plot the same data and prominently cite the authors in the figure/table captions as well as in the text; under no circumstances should you leave a reader with the confusion that this could be your data. The written permission from the author(s), although not necessary, is still a desirable option. It also helps you establish contacts in your field.

When you use programs written by others with or without modifications, the report must clearly bring this out with proper references, and must also reflect the extent of modification introduced by you, if any. A modified program is not entirely yours. Only a program, which you write from scratch, does not require source to be identified. Identification of source in all other cases is must. Standard subroutines (even if public domain) used in your programs must be properly referenced. Although programs need not be appended to the thesis, they must be submitted to your research supervisor in hard copy and other media. Inclusion of a computational flow chart in your thesis is highly recommended, however. The material presented in the thesis must be self-contained. A reader must be able to reproduce your experimental, theoretical, computational, and simulations results based on the information presented in the thesis. You

must mention the names of the suppliers whose chemicals/Instruments were used in the work to allow a reader to setup an experiment. While discussing issues related to computation time, the hardware used must be specified accurately, using processor speed, etc.

GUIDELINES ON BINDING AND FINAL SUBMISSION of DISSERTATION

- 1 Hard Bound Copy of Dissertation to be couriered to Our Delhi Office address, addressed to Respective Program Coordinator
- Soft Copy of Dissertation (.pdf File) and Presentation (**file name should follow – student Name with SAP ID**) on Dissertation to be uploaded in the LMS account.

Following guidelines to be followed while submitting final dissertation

Binding:- Hard Bound (Spiral or Normal File will **NOT** be accepted)

Cover Color:- Black

Content on Cover:- Appendix: I to be printed on cover with Golden Color embossed.

Guide Letter:- Acceptance letter on his company letter head to be included(Original) in hard copy at the time of binding. Appendix: III

Synopsis:- Synopsis contain 15 Marks which will be given on basis of

- On Time submission of Synopsis
- Format (as Provided in the **Guidelines for Synopsis**)
- Content: Quality of Content

Presentation:- Presentation on dissertation contains 15 Marks

- Presentation: Format (as provided in APPENDIX:V) – should be not less than 15 slides and not more than 25 slides, excluding the cover, table of content and final “Thank You” page.
- On Time submission of Presentation.
- Format (as Provided in APPENDIX: V)
- Content: Quality of Content

APPENDIX – I(Title Page)



TITLE OF DISSERTATION REPORT

By

(Your Name & SAP ID)

Guided By

(Name, Designation & Organization)

**A DISSERTATION REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR**

MBA < Program Domain Name >

OF

CENTRE FOR CONTINUING EDUCATION

UNIVERSITY OF PETROLEUM & ENERGY STUDIES, DEHRADUN

APPENDIX – II

Acknowledgement

This is to acknowledge with thanks the help, guidance and support that I have received during the Dissertation.

I have no words to express a deep sense of gratitude to the management of _____ (the name of the organization) for giving me an opportunity to pursue my Dissertation, and in particular _____ (name of external project supervisor), for his able guidance and support.

I must also thank _____ (names of one or two executives of the organization who were a major help to you) for his/ her/ their valuable support.

I also place on record my appreciation of the support provided by _____ (name of the Librarian) and other staff of _____ (name of the Library).

Finally, I also thank _____ (name of Computer typist) for typing of the manuscript **(if required)**.

Signature

Name of the Student

Residential Address

Telephone/Mobile

e-mail:

Date

Place

APPENDIX – III

A Declaration by the Guide

On Company Letter Head

Declaration by the Guide

This is to certify that the Mr /Ms _____, a student of (Program), SAP ID _____ of UPES has successfully completed this dissertation report on “_____” under my supervision.

Further, I certify that the work is based on the investigation made, data collected and analyzed by him and it has not been submitted in any other University or Institution for award of any degree. In my opinion it is fully adequate, in scope and utility, as a dissertation towards partial fulfillment for the award of degree of MBA/BBA/B.Sc.

Signature

Name & Designation

Address

Telephone

Mobile

e-mail

Date:

Place

APPENDIX – IV

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APPENDIX-V

Guidelines for Presentation

(Cover Page/SLIDE-1)

UNIVERSITY LOGO		
DISSERTATION for the Degree of _____		
DISSERTATION TOPIC		
Submitted by:	Supervised by:	
_____	_____	
Academic Year: _____		
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(Table of Content/SLIDE-2)

HEADER (mandatory for all subsequent slides)	
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<u>CONTENTS</u>	
EXECUTIVE SUMMARY:	
CHAPTER 1 : Introduction	
CHAPTER 2 : Literature Review	
CHAPTER 3 : Research Design, Methodology & Plan	
Dissertation Guidelines for “Non-Doctoral” Students © Centre for Continuing Education, UPES, Dehradun	
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CHAPTER 4 : Findings & Analysis

CHAPTER 5 : Interpretation of Results

CHAPTER 6 : Conclusion & Scope of Future Work

APPENDICES :