

MBA Synopsis Format Template

Ready-to-use structure for MBA project synopsis preparation.

Free Student Resource | Editable guidance for academic planning

Prepared for MBA, BBA, BCA, MCA, Diploma and Engineering students who need project report structure, synopsis support, formatting guidance, PPT support and viva preparation.

MBA Synopsis Format

A synopsis is a short plan of the project. It helps the guide understand the topic, objectives, method and expected outcome before the full report is prepared.

Section	What to Write
Title of the Project	Clear project title with specialization or company context
Introduction	Brief background and reason for selecting the topic
Problem Statement	The main issue or research gap being studied
Objectives	4 to 6 measurable objectives
Scope of Study	Area, respondents, company, city or industry covered
Research Methodology	Research design, sample size, data collection and tools
Expected Outcome	What the study may help to understand or improve
References	Initial books, reports, articles or websites used

Sample Objectives

- To study customer awareness about the selected product or service.
- To analyse the factors affecting purchase or usage decisions.
- To evaluate satisfaction level among selected respondents.
- To identify major challenges and suggest practical improvements.

Synopsis Submission Tips

- Keep the synopsis short, clear and direct.
- Use simple academic language.
- Avoid very broad topics that are difficult to research.
- Select a topic where primary or secondary data is available.

Academic Note

This document is a student guidance resource. Students should always follow their official university guidelines, guide instructions and academic honesty rules before final submission.