



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA – 16: PROJECT REPORT

GUIDELINES FOR PREPARING PROJECT REPORT

(For 2016-17 Batch Students)

The students of MBA Programme should undertake a ‘Project Work’ after completion of their II Year in the programme. Both, preparation and submission of a ‘Project Report’, for the project-work undertaken and completed, are very important and integral phases in MBA programme, and in the process the students are expected to devote considerable time on collection, analysis, interpretation of data and also exercise utmost care in preparation of the final project report.

OBJECTIVE

The purpose of introducing project-work into this MBA programme is to equip the students with the skill of understanding and analyzing a given situation (i.e., a real-life industrial / business situation) by applying various managerial and statistical concepts, tools, techniques etc., and thereafter offer their constructive suggestions, if any, to the organizations under study.

THE PROJECT WORK AND THE PROJECT REPORT:

A Project Work is a scientific and systematic study of a real issue or problem, and it is intended to resolve the issue / problem with the application of managerial concepts, skills, tools, etc. **The project work, thus taken up as a course, must aim at contributing some amount of new or improved knowledge to the existing knowledge of the student.** The problem / issue taken-up under study, has to be necessarily from any of the disciplines of management study. It may be either a case study where an issue / problem has been dealt with, through the process of management or some kind of general / comparative study of industry / economy. **Hence, for the preparation a Project Report, a student has to, at first, systematically collect the required data pertaining to an organisation under study, and thereafter scientifically analyze and interpret the data, and finally, offer some constructive suggestions based on the conclusions drawn there-from the study.**

CHOICE OF SELECTION OF A TOPIC:

The student is free to choose any topic, having relevance to the changing scenario of economy / business / industry, based on his / her interest and also in consultation with his or her project Supervisor / Guide. **The students are advised to carry out the research work in the area of their specialization only. Each student has to select a specific topic and complete the project work individually, under the guidance of the Supervisor.**

SELECTION OF AN ORGANIZATION:

The student before starting the project work has to choose an organization where he or she intends to carry on the proposed project work. Such organization may be either the one the student is working with or any other organization permitting the student (*through an official Letter of Permission*) to do the proposed project-work on it. In either case, it must be the organisation where the student has necessary permission to access the required data / information and the opportunity to discuss his / her ideas and views pertaining to the project work with the organization's executives, officers, authorities, etc.

Further, the student is required *beforehand* i.e., *during the submission of the project-synopsis/ project-proposal itself*, to mention the name of the organization selected for the study and submit the Permission Letter given by such organization on its official letter-head signed by an authorized signatory authority / official to that effect, in the absence of which, the project-synopsis / project-proposal will be subjected to re-submission again.

WHO CAN BE A PROJECT SUPERVISOR OR GUIDE?

1. The proposed Project Supervisor / Guide should be:

- i) a Post Graduate in Management / Commerce / Industrial Management from a recognized University with a minimum of five (5) years research experience in his / her respective field / area of study; or
- ii) a Professional, may be a CA, CWA, CMA, CS, etc., with an outstanding research contribution through publications, like Books, Articles in leading Journals / Magazines, etc.; or
- iii) a Counsellor of the University, handling classes at any of its study centres, with a minimum of five (5) years research experience in his or her area of study; or

- iv) a Professor / Associate Professor / Asst. Professor of any Indian University with a minimum five (5) years research experience in the field of Commerce / Management; or
- v) any member of the Central Academic Staff of Dr. B. R. Ambedkar Open University, Hyderabad, who has been involved in course preparation / revision / counselling with a minimum five (5) years experience in the respective field.

2. Each supervisor is permitted to guide a maximum of 8 students for the Project Work of this program, for a batch / spell at a time and required to furnish a declaration to that effect in **Annexure-1**.

3. **A Curriculum Vitae (CV) of the Project Supervisor / Guide**, except a Central Academic Staff member of Dr. BRAOU, Hyderabad, should be enclosed to the **Proforma for Approval of Project Proposal (Annexure - 2)**. The CV should be provided *on a personal / official letter-head* of the Project Supervisor / Guide and it is duly dated and signed by him / her personally.

4. The project supervisor has to ensure that none of the guided students is copying from others' work. Further, the supervisor should also make sure that no two students of his / her select the same topic in the same organization for their project works.

SUBMISSION OF PROJECT PROPOSAL / SYNOPSIS:

Once the topic / title of the project work has been finalized, the student is required to prepare the Project - Proposal / Synopsis in about **5 to 6 typed / computerized pages** with **double line spacing**, covering various aspects as mentioned in **Annexure-3** and submit the same, on or before the scheduled date for its submission in the Department of Business Management, along with the Curriculum Vitae of the Project Supervisor / Guide as specified earlier. No project proposal is accepted after the last date of submission and also without the CV of the Project Supervisor / Guide. It is to be particularly noted that the specimen signature of the Supervisor / Guide is scanned and kept in store in digital mode for any future verification by the University.

The copy of the Project Proposal / Synopsis should be submitted or sent to the University along with the following enclosures:

1. ANNEXURE – 1,
2. ANNEXURE - 2 (in duplicate),
3. Project Supervisor / Guide's Curriculum Vitae (duly signed by him / her),

4. **A copy of the Permission Letter (Original Letter has to be attached to the Project Report submitted to the University) from the organization under study, and**
5. **Self-Addressed Envelope (One only) (with PIN Code and Mobile Number).**

The address, where the Project Proposal / Synopsis to be submitted or sent to, is as below:

**The Head
Department of Business Management
Dr. B. R. Ambedkar Open University
Road No.: 46, Jubilee Hills, Hyderabad - 500 033.
Telangana State, India.**

Note: If there happens any change in the correspondence address of the student, write the changed address only on the Project Approval Format and also on the Envelop to make sure that the Approval Letter will be sent to the changed address. Further, the same shall be intimated at the earliest to The Director, Students Services Branch, Dr. BRAOU, to get your records update.

APPROVAL OF THE PROJECT PROPOSAL / SYNOPSIS:

The Department of Business Management informs the student regarding the approval or otherwise of the Project Proposal / Synopsis, along with reasons in case of any non approval, within a period of one (1) month after the last date for the receipt of such Project Proposals / Synopsis.

In case, any student's the project proposal / synopsis is rejected on any ground, such student may have to revise the synopsis as suggested by the Department and resubmit to the Head, Dept. of Business Management (address same as given above) along with **the New / Revised Proposal /Synopsis duly signed by the Project Supervisor / Guide again.**

Note: *No student is advised to start his / her research activity (the project work) until he / she receives an approval copy (Annexure - 2) from the University.*

SUBMISSION OF THE PROJECT REPORT:

The student is required to prepare a project report for the work done in about 100 pages in double line spacing on a bond paper (including appendices, exhibits, etc.), or even more than 100 pages depending on the scope of the project topic.

In case two or more project reports are found same / similar / copied / traced with earlier project reports, the University holds the discretion to invalidate all such reports and may require such students to re-submit their reports after redoing their project works afresh. In addition, the project supervisor / guide may be de-recognized and black-listed for all academic purposes in future by the University.

The final Project Report must contain the following:

1. The Permission Letter (*Original*) from the organization under study,
2. A 'Project Completion Certificate' from the company / organisation selected for the study (on its official letter-head and duly dated & signed by its Authorized Official).
3. The original approval letter issued by this University in Annexure-2.
4. A certificate issued and signed by the Project Supervisor / Guide (Annexure-4).
5. A self-declaration of the student (Annexure-5).
6. A Copy of 'Approved Project Synopsis', as submitted to the University.

Note:

1. *Every student must get minimum of two (2) sets of the final Project Report, bounded in hard-bound form, to submit one (1) hard-bound-copy to the Joint Director / Deputy Director / Asst. Director / Coordinator of the Study Centre concerned and necessarily bring the second hard-bound copy as his / her personal copy on the day of viva-voce examination along with the examination hall ticket.*
2. **Spirally bound project report sets are not accepted by the University.**
3. In case the Project Supervisor / Guide, and / or the Organization selected for the study, require(s) the Project Report, the student may submit them by getting some extra copies of the same prepared.
4. **Majority of the students are submitting Annexure – 4 and Annexure – 5 along with the Project Synopsis itself, which is technically not correct. Hence, both the student and the Project Supervisor are advised to make a note of it and attach them to the Project Report and not to the Synopsis / Proposal.** Further, you are advised the remove the wording 'Annexure' on the top of the Certification / Declaration, as these annexures are given only for your guidance.

LIST OF PROJECT TITLES (indicative only):

An indicative list of project titles is given in **Annexure-6** for the guidance of the student. However, the student is free to choose any title in his / her specialization area. Further, for the purpose of your guidance only, the indicative titles are given like, for example, Trends in Mutual Funds – A case study / Marketing Poultry Products – A case study / Organizational Climate and Leadership - A case study, etc. While finalizing the title of your project work, you

are advised to write correct title of your work, including the name of the organization(s) selected for the study. You can change the wordings also as per the suggestion given by your Guide.

LAST DATE FOR SUBMISSION OF THE PROJECT PROPOSAL / SYNOPSIS:

28th FEBRUARY 2019.

LAST DATE FOR SUBMISSION OF THE PROJECT REPORT:

15 days before the commencement of MBA III Year Theory Examinations.

EVALUATION OF THE PROJECT REPORT:

The experts in the area concerned other than guide will evaluate the Project Reports.

MARKS FOR THE PROJECT REPORT:

Project Report carries 100 marks (maximum). Hence, students are required to pay greater attention and submit the report on time.

VIVA-VOCE EXAMINATION:

- 1. Every student is required to come in person to attend the Viva-Voce examination on the day and time as scheduled and announced by the University, along with the personal copy of your Project Report.*
- 2. The Viva-Voce Examination also carries 100 marks (maximum).*
- 3. Submission of Project Report on time is a pre-requisite to attend the Viva-Voce examination.*

**HEAD
DEPARTMENT OF BUSINESS ANAGEMENT**

ANNEXURE – 1

DECLARATION

I, the undersigned, hereby, declare that the student(s) - not exceeding eight (8) in all / total - pursuing their MBA Programme from Dr. BRAOU, Hyderabad, are carrying on their project work(s) under my guidance for the Academic Year 2018-19 and the particulars (viz., Student's Name, Admission No., and Title of the Project Work) of those students including the one, whose synopsis has been just now signed by me, are provided here below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Name and Address:
(Supervisor / Guide)

Signature
(Supervisor / Guide)
Date: _____

ANNEXURE – 2

DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
FACULTY OF COMMERCE
PROFORMA FOR APPROVAL OF PROJECT PROPOSAL

Admission No.: Study Centre:

1. Name and Address of the Student : _____

Contact / Mobile Number:

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2. Specialization : Finance / Marketing / Human Resource Mangt.
 (Strike-off whichever is not applicable)

3. Title of the Project Report : _____

4. Name & Designation of the Supervisor / Guide (with official address) : _____

5. Is the Supervisor / Guide an Academic Counsellor of Dr. BRAOU, Hyderabad? : Yes / No
 (Please attach his / her **Curriculum Vitae**) (Please tick whichever is applicable)

Signature of the Student
 Date: _____

Signature of the Supervisor / Guide
 Date: _____

Approved

SIGNATURE
DEAN, FACULTY OF COMMERCE

Date: _____

Suggestions for improvement (if any):

- 1.
- 2.

ANNEXURE – 2

DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
FACULTY OF COMMERCE
PROFORMA FOR APPROVAL OF PROJECT PROPOSAL

Admission No.: **Study Centre:**

1. Name and Address of the Student : _____

Contact / Mobile Number:

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2. Specialization : Finance / Marketing / Human Resource Mangt.
 (Strike-off whichever is not applicable)

3. Title of the Project Report : _____

4. Name & Designation of the Supervisor / : _____
 Guide (with official address) _____

5. Is the Supervisor / Guide an Academic Counsellor of Dr. BRAOU, Hyderabad? : Yes / No
 (Please attach his / her **Curriculum Vitae**) (Please tick whichever is applicable)

Signature of the Student
 Date: _____

Signature of the Supervisor / Guide
 Date: _____

Approved

SIGNATURE
DEAN, FACULTY OF COMMERCE

Date: _____

Suggestions for improvement (if any):

1.

2.

ANNEXURE – 3
FORMAT OF PROJECT SYNOPSIS

THE PROJECT SYNOPSIS SHOULD COVER THE BELOW ASPECTS IN BRIEF:

1. Introduction of the Study
2. Need for the Study
3. Statement of the Problem
4. Objectives of the Study
5. Hypothesis
6. Scope of the Study
7. Methodology and Database
8. Period of the Study
9. Plan of the Study / Chapterization

The above aspects are briefly explained below:

1. **Introduction of the Topic:** Under this heading, you should write a brief introduction about the topic selected by you. For example, if the topic selected by you is Performance Appraisal in M/s. XYZ Co. Ltd - then you should write briefly about Performance Appraisal & its importance.
2. **Need for the Study:** Here, you need to state briefly the profile of the Organization selected by you for your study and what is the need of studying that particular topic in that Organization.
3. **Statement of the Problem :** What is the problem existing in the area of the study in the Organization selected should be written under this heading.
4. **Objectives of the Study:** You have to give the list of objectives formulated for your study, i.e. what's that you are going to study/analyze/examine, should be written under this heading.
5. **Hypothesis:** What's that you wanted to prove after completing your study should be written here.
6. **Scope of the Study:** What are the different areas (E.g.: if the topic selected is Performance Appraisal, it may not be possible to cover all the categories of employees. Hence, you have to confine your study to any one level of employees) to which you are confining your study should be written here.
7. **Methodology & Data Base:** How you are collecting the data for your study (i.e. Primary Data & Secondary Data), what is your sample size, etc. should be mentioned here.

8. **Period of Study:** The data belonging to which period you will collect (say past 1 year / 3 years / 5 years) should be stated here.
9. **Plan of Study /Chapterization:** The suggested chapterisation is provided here below:

Chapter-I: Introduction (Need for the study, Objectives, Methodology etc. should be written in this chapter)

Chapter-II: Profile of the Company (An executive summary of the Company selected for the study should be given)

Chapter-III: Theoretical Background about the selected topic (an example: 'Performance Appraisal - A Theoretical Background') **has to be given.**

Chapter-IV: Existing Systems / Practices /Policies in the Organization under study, in the selected area (For ex. Performance Appraisal in M/s. XYZ Co. Ltd. - Existing Practices / Policies) **have to be covered in this chapter.**

Chapter-V: Data Analysis (Ex: Performance Appraisal System in XYZ Co. Ltd. - An Analysis) **has to be taken up with the help of appropriate techniques in order to achieve the objectives formulated for this study / project work.**

Chapter-VI: Findings, Conclusions & Suggestions: the student has to present his /her list of findings, conclusions and suggestions in this Chapter.

Annexure(s): Supporting information, Tables, etc. have to be presented under this heading.

Bibliography: A list of Books, Journals, Magazines, etc. referred to, by the student during the project work, has to be given under this heading.

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ANNEXURE – 4

CERTIFICATE

This is to certify that the Project Report titled

_____, submitted in partial fulfillment for the award of MBA Degree of Dr. BRAOU, Hyderabad, is the outcome of the successful and satisfactory completion of the Project Work done under my guidance by Ms. / Mr. _____ with Admission No.

_____.

Further, it is also to declare that the above titled project report, has never been subjected to any publication nor submitted to any other University or Institution for the award of any Degree / Diploma / Certificate, to the best of my knowledge and belief.

Name and Address
(Project Supervisor / Guide)

Signature
(Project Supervisor / Guide)

Date: _____

ANNEXURE – 5

DECLARATION

I, the undersigned student of MBA programme, hereby declare that the Project Report titled _____
_____,
submitted by me to the Department of Business Management, Faculty of Commerce, Dr. BRAOU, Hyderabad, is original and is a bonafide work of mine, and it was neither submitted to any other University or Institution for the award of any Degree / Diploma / Certificate nor published elsewhere any time earlier.

**Name, Address, & Admission
Number of the Student:**

**Signature
(Student)**

Date: _____

ANNEXURE – 6

LIST OF TOPICS FOR A PROJECT WORK (INDICATIVE ONLY)

FINANCE & ACCOUNTING AREA

1. Availability & Utilization of Bank Finance for Working Capital Needs – A Study.
2. Study of variations in the price level of essential commodities and their effect on the public.
3. Study of stock broking operations in Hyderabad Stock Exchange (HSE).
4. Children's Savings Schemes – A comparative study of schemes offered by select banks.
5. Informal Mutual Credit Associations – A study of informal chit funds.
6. A study of Cost Control Techniques of two manufacturing units.
7. Financial Structure of two/three Advertising Agencies in the Twin cities.
8. Issue of season tickets by the APSRTC / TSRTC – A Cost Benefit Analysis.
10. Working of Housing Finance Companies – A case study of HDFC/LIC/AB Homes / Deevan Housing Finance Corporation/Any other Company
11. Portfolio Management Practices of UTI/LIC/Mutual Fund
12. Problems of stock brokers vis-a-vis the share transfers.
13. Performance of Non-Banking /Finance Companies – A study of selected companies in twin Cities of Hyderabad and Secunderabad.
13. Problems and Prospects of Non-Banking Finance Companies.
14. Management of Non-Banking Finance Companies – A study of selected companies.
15. Management of Finance in Small Business Units – A study of selected units.
16. Policies and Practices of Lease Accounting – A study of selected companies.
17. Financial Services: Growth and Development – A study of selected companies.
18. Emerging Trends in Merchant Banking – A study of selected companies.
19. Trends in Mutual Funds – A case study.
20. Working Capital Management in Small Scale Units – A study of selected units.
21. Sources and Applications of Funds – A case study.
22. Impact of Liberalization on Capital Market.
23. Impact of Financial Sector Reforms on Banking Sector – A study of selected Banks.
24. Problems and Prospects of Venture Capital – A case study.
25. Dividend Policies and Practices – A Comparative study between a Public Sector Company and a Private Sector Company.

26. Working of National Stock Exchange (NSE).
27. Working of SEs in India – A comparative study of BSE and NSE.
28. Effect of Liberalization on Savings and Investments in India.
29. Effect of changes in Monetary Policy on the performance of NBFCs – A study.
30. Liberalization and the Recent Trends in Financial Intermediation.
31. Working of IDBI / UTI / ICICI / LIC, etc.
32. Role of HDFC in providing Housing Finance to middle and high-income groups.
33. Working of Auto Finance Companies - A case study.
34. Mergers and Acquisitions in India – A study.
35. Role of institutional and small investors in capital markets in India.
36. Status of Equity Research in India.
37. Sickness in Small Scale Units – A study.
38. Issue management.
39. Liberalization and integration of financial markets.
40. Accounting Standards – Some Issues.
41. Management Control Systems – A case study.
42. Performance of Multi National Companies (MNCs): A Study
43. Currency Swaps: An Instrument of International Finance
44. Foreign Direct Investment.
45. Fostering Investor Confidence – Some Implications.
46. National Depository System.
47. The Changing Role of Commercial Banks in India.
48. Insider Trading: Effects on Stock Returns.
49. Equity Share Valuation: A Study of Pharmaceutical / Cement / Textiles Industry, etc.
50. Equity Investment and Economic growth in India.
51. NPAs and Debt Recovery Tribunal – A study
52. Trading and settlement mechanisms of securities market - A study on the role of computers.
53. Securitization
54. Securities market and on line trading: A study
55. Environmental Reporting in India: A study
56. Financing pattern of a private corporate: A select study
57. Resource mobilization by the private sector companies in Andhra Pradesh
58. On-line banking: Problems and Prospects

59. Financial Intermediation: Role of IDBI / ICICI / UTI etc.
60. Dematerialization: A study
61. Rural Bus Transport Operations of APSRTC - A case study of (one) Department.

MARKETING AREA

1. Comparative study of Air Tariff structure – Air India Vs Other Domestic Airlines.
2. Comparison of Advertisement Tariff Rates of Daily News Papers and Magazines/Journals.
3. Study on surplus distribution of selected companies.
4. Growth and Development of Cable TV Networks in A.P / T S .: A study
5. Pricing Strategies of Private Airways operating in India.
6. Impact of Advertisements on Consumer Behaviour – A case study.
7. Marketing Strategies of any Private Sector Organisation.
8. Marketing Health Care Products-Problems and Prospects.
9. Market structure of agri-products: A study
10. Marketing Dairy Products – A study of Vijaya / Heritage / Ravilila.
11. Marketing Poultry Products – A case study.
12. Marketing of Financial Services – A case study.
13. Rural Marketing in India: The emerging Scenario
14. Marketing of educational services with particular reference to plus two level.
15. Customer Relationship Management
16. Supply Chain Management
17. Distribution Strategy – A case study
18. Study on Creation of Luxury Brand
19. Promotion Strategies followed in Retail Sector
20. Study on Changing Consumer Preference towards Organized Retailing from Unorganized Retailing
21. Influence of Branding on Consumer Purchasing Behaviour
22. Integrated Marketing Communication
23. Impact of CRM in Retail Industry.
24. Future of Consumer Durables pertaining to Standard Brands & Own Brands of Retailers
25. Event Marketing.

HUMAN RESOURCE MANAGEMENT AREA

1. Salary Structure of employees - A comparative study of – Public Sector Commercial Banks and Private Sector Commercial Banks.
2. Salary structure of employees - A comparative study of -Public Sector Industrial Development Banks and Non-Banking Finance Companies in Private Sector.
3. Human Resource Planning and Recruitment – A comparison between a Public Sector Organisation and a Private Sector Organisation.
4. HRP in Public Sector Organisation – A case study.
5. HRD strategies – A comparison between a Public Sector Organisation and Private Sector Organisation.
6. HRM Practices in an Organisation – A case study.
7. Impact of Training on the performance of employees – A case study.
8. Recruitment and Selection practices in an organisation – A case study.
9. Performance Appraisal in an organisation – A case study.
10. Labour Turnover – A case study (of any organisation).
11. Grievance Handling in an Organisation – A case study.
12. Role of HRM Department: A comparison between a Public Sector Organisation and a Private Sector Organisation.
13. Human Resource Accounting.
14. Building Core competencies: An analytical study.
15. Motivation and Productivity: A critical analysis.
16. Morale and Job Satisfaction: A case study.
17. Role of HR Managers in commercial banks: A study.
18. Management of change - A case study (of any organisation).
19. Organisational Climate and Leadership - A case study.
20. Impact of Motivational Factors on Employee Performance.
21. Impact of Compensation and Reward System on the Performance of an Organization
22. Impact of Team Work on Organizational Productivity.
23. Work – Life Balance
24. Quality Circles
25. Employee Engagement
26. HRD Climate
27. Organizational Culture
28. Quality of Work Life
29. Workers Participation in Management.

30. Impact of Collective Bargaining on Industrial Dispute.

Notes:

- I. *The above identified / suggested topics, are merely provided to give the student a fair idea about the different sub-areas that suit research / project work. This list of topics is not an inclusive one. Therefore, the student is advised to choose a correct and complete title for the project work, only after discussing with the Project Supervisor / Guide, and mention the same title while sending the project proposal / synopsis for the approval from the University.*
- II. *The name of the organization selected for the study shall also have to be mentioned very clearly in the 'Proforma for Approval of Project Proposal'.*
