



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

FACULTY OF COMMERCE

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

PROGRAMME

MBA – 16: PROJECT REPORT

GUIDELINES FOR PREPARING PROJECT REPORT

[BACKLOG BATCHES: 2019-2020]

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 the Project Work into this MBA programme is twofold:

One - to equip the students with the required skills in not only understanding but also analyzing some given real-life industrial/business situations, through their conceptual knowledge, acquired during the study of this programme and by application of the same, while using various managerial and statistical tools, techniques, etc., under those situations,

and

Two - to elevate and enable the students to offer their observations, if any, made during the study of the situations, as the pertinent and constructive suggestions, to those industrial/business 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 therefrom the study.**

THE 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. **Here, the student is, therefore, advised to select a specific topic within his/her area of specialization *only* and carry out the research work *personally*, under the guidance of the Supervisor/Guide.**

THE SELECTION OF AN ORGANIZATION

The student, before starting the project work, has to select 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 (*in both cases through an official Letter of Acceptance*) 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, at the time of submitting the Project - Proposal or Synopsis itself, has to, not only, specify the name of the organization selected for the study, but also attach with the said proposal, a copy of duly authorized letter of acceptance on the organization's official letter-head granting necessary permission to that effect, compulsorily.

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. **A Curriculum Vitaé (CV) of the Project Supervisor/Guide**, except a Central Academic Staff member of Dr. BRAOU, Hyderabad, should be enclosed in **Annexure - 2**. The CV should be provided *on a personal/official letter-head* of the Project Supervisor/Guide and it should be duly dated and signed by him/her personally.
3. **Each Supervisor/Guide is permitted to have a maximum of eight (8) students of Dr. BRAOU**, Hyderabad, under his/her guidance for their Project Works, in a batch or spell at a time.
4. The Project Supervisor/Guide is requested to ensure that none of his/her guided students has copied from others' work and is required to furnish a declaration to that effect in '**Annexure-1**'.

Further, the Supervisor/Guide ought to make sure that no two students of his/her select the same topic in the same organization as their project works.

THE 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/word-document 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 Vitaé of the Project Supervisor/Guide as specified earlier. No 'Project Proposal/Synopsis', 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 all the future verifications 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 Vitaé (duly signed by him/her)
4. A Letter of Acceptance (Original) 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,
Faculty of Commerce,
Dr. B. R. Ambedkar Open University,
Road No.: 46, Jubilee Hills,
HYDERABAD - 500 033.
Telangana State, India.**

Note: If, at any time during the currency of this MBA programme of the student, there takes place any change in his/her correspondence address, such change may be communicated at the earliest to the above addressee and also to *the Director, Student Services Branch, Dr. BRAOU, Hyd., for a timely reach of every future correspondence from the University.*

THE 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 of the submission of such Project Proposals/Synopses by the students of that current batch/spell.

In case of non approval of a Project Proposal/Synopsis, the student affected may have to **revise** the Project Proposal/Synopsis as suggested by the Department and **resubmit the revised Project Proposal/Synopsis (duly signed by the Project Supervisor/Guide again), to the Head, Dept. of Business Management,** (address, same as given above) along with all the annexure, at the earliest.

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

THE SUBMISSION OF THE PROJECT REPORT

The student is required to prepare a 'Project Report' on the completion of the project work undertaken by him/her, in about 100 pages (*A4 size only*) with font size at 14 point 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 work undertaken.

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 completing their project works afresh. Needless to mention that, the Project Supervisor/Guide, who encourages such false project reports, shall be de-recognized and black-listed for all future academic purposes by the University.

The final Project Report must contain the following:

- 1. The 'Letter of Acceptance' (*Photo Copy of the 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 and signed by its Authorized Official(s)).**
- 3. The original proposal-approval copy issued by this University (Annexure-2 - 1st copy).**
- 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 the 'Project Synopsis', as approved in the beginning by 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-vocé 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) (Optional) the Project Report, the student has to necessarily submit them by getting some extra copies of the same prepared.**

THE 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.

THE LAST DATE FOR SUBMISSION OF THE PROJECT PROPOSAL/SYNOPSIS

11TH MAY, 2020 (MONDAY)

THE LAST DATE FOR SUBMISSION OF THE PROJECT REPORT

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

THE EVALUATION OF THE PROJECT REPORT

Two (2) experts in the area concerned, other than the Project Supervisor/Guide, will independently evaluate the Project Reports.

Note: There is no option of revaluation of the project reports.

MARKS FOR THE PROJECT REPORT

The Project Report carries 100 marks (maximum). Hence, the students are required to pay greater attention not only in the preparation, but also in the timely submission of their Project Reports at their respective Study Centres.

THE VIVA-VOCÉ EXAMINATION

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

*** * ***

ANNEXURE – 1
DECLARATION

I, the undersigned, hereby, declare that the following student (s) - not exceeding eight (8) in all/total - pursuing their MBA Programme from Dr. BRAOU, Hyderabad, is/are carrying on their project work(s) under my guidance for the Academic Year 20__-__ and the particulars (viz., Student's Name, Admission No., and Title of the Project Work) of those students including the one (Sr. No.), 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: _____

1st Copy

ANNEXURE – 2

**DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
FACULTY OF COMMERCE**

[Performa for Approval of Project Proposal]

Admission No.: **Study Centre:**

1. Name and Address of the Student : _____

Contact/Mobile Number:

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.

2nd Copy

ANNEXURE – 2

**DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
FACULTY OF COMMERCE**

[Performa for Approval of Project Proposal]

Admission No.: Study Centre:

1. Name and Address of the Student : _____

Contact/Mobile Number:

--	--	--	--	--	--	--	--	--	--

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 and Hypothesis
4. Objectives of the Study
5. Scope of the Study
6. Methodology and Database
7. Period of the Study
8. 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 and Hypothesis:** What is the problem existing in the area of the study in the Organization selected and what's that you wanted to prove after completing your study should be written here.
- 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. Scope of the Study:** What the different areas are (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.

6. **Methodology and 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.
7. **Period of Study:** The data belonging to which period you will collect (say, past 1 year / 3 years / 5 years) should be stated here.
8. **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 (E.g., Performance Appraisal in M/s. XYZ Co. Ltd. - Existing Practices/Policies) **have to be covered in this chapter.**

Chapter-V: Data Analysis (Example: 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 and 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.

* * *

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 and Address:
(Student)

Signature
(Student)

Date: _____

ANNEXURE – 6

LIST OF TOPICS FOR A PROJECT WORK (INDICATIVE ONLY)

IN FINANCIAL MANAGEMENT SPECIALISATION

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.
9. Working of Housing Finance Companies – A case study of HDFC/LIC/AB Homes / Deevan Housing Finance Corporation/Any other Company
10. Portfolio Management Practices of UTI/LIC/Mutual Fund
11. Problems of stock brokers vis-a-vis the share transfers.
12. 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.

IN MARKETING MANAGEMENT SPECIALISATION

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.

IN HUMAN RESOURCE MANAGEMENT SPECIALISATION

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:

1. *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.*
2. *The name of the organization selected for the study shall also have to be mentioned very clearly in the 'Performa for Approval of Project Proposal', not merely enclosing the official Letter of Acceptance (Original) from the organization under study.*

* * *