



DR. B.R. AMBEDKAR OPEN UNIVERSITY

**DEPARTMENT OF BUSINESS MANAGEMENT
FACULTY OF COMMERCE**

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME MBA – 24: PROJECT REPORT

GUIDELINES FOR PREPARING PROJECT REPORT

The students of MBA (2Year) Programme should undertake a 'Project Work' after completion of their I Year, i.e., during the 3rd and 4th Semesters of the programme. Both, the 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 the preparation of their final Project Report.

OBJECTIVE

The purpose of introducing the Project Work into this MBA programme is two-fold:

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 the 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 for study has to be invariably 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, the student has to, at first, systematically collect the required data pertaining to an organization under study, and thereafter, scientifically analyze and interpret the data, and finally, offer some constructive suggestions based on the findings/conclusions drawn there from 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. **Therefore, the student here is, advised to select a specific topic within his/her area of specialization *only* and carry out the research work *personally*, under the guidance of respective 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 organization 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) An Academic Counsellor of the University, handling classes for MBA 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 (not digitally or otherwise).
 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/s, 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.*

PREPARATION AND 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 **4 to 5 typed/word-document pages** with **1.5 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 Contact Phone 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, at any time during the course of study, there is any change in your 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 the proposal approval copy (Annexure - 2) from the University.*

PREPARATION AND 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 60-80 pages (A4 size only) with font size at 12 point in 1.5 line spacing on a bond paper (including appendices, exhibits, etc.), or even more than 80 pages, but not exceeding 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, will be de-recognized and black-listed for all future academic purposes by the University.

The final Project Report must contain the following:

- 1. The original proposal-approval copy issued by the Dean, Faculty of Commerce, Dr. BRAOU (Annexure-2 - 1st copy).**
- 2. The 'Letter of Acceptance' (*Photo Copy of the Original*) from the organization under study.**
- 3. A 'Project Completion Certificate' from the company/organization selected for the study. (On its official letter-head and duly dated and signed by its Authorized Official(s)).**
- 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:

- i. 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.*
- ii. Spirally bound project report sets are NOT ACCEPTED by the University.*
- iii. 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

30TH APRIL 2021

THE LAST DATE FOR SUBMISSION OF THE PROJECT REPORT

15 days before the commencement of 4th Semester-End Examinations.

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 2020-21 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: _____

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:

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2. Specialization : Finance / Marketing / Human Resource /
Operations Mgt. (Tick the Applicable Area)

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

[Performa 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 /
Operations Mgt. (Tick the Applicable Area)

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
(In 5 to 6 Pages Max.)

1. Introduction of the Study
2. Need for the Study and Statement of the Problem
3. Objectives and Hypothesis of the Study
4. Scope and Period of the Study
5. Methodology and Database
6. Plan of the Study or Chapterisation

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 and its importance.
- 2. Need for the Study and Statement of the Problem:** 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. 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.
- 3. Objectives of the Study and Hypotheses:** You have to give the list of objectives (at most 3 or 4 objectives only) formulated for your study, i.e., what, that is you are going to study/analyze/examine, should be written under this heading. It is also necessary to mention a number of Null Hypotheses (two or three) in tune with your study objectives.
- 4. Scope and Period of the Study:** What the different areas to which you are confining your study should be written here. For example, 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 of the levels of employees.

Further, the period of data to be collected (say past 10 years/5 years/1 year (in case of primary data), and the period of collection of such data should be stated here.

- 5. Methodology and Data Base:** The source/s of data (i.e., Primary Data or Secondary Data) you are going to collect, the required sample size for the project, etc. should be mentioned here.
- 6. Plan of Study/Chapterization:** The suggested chapterisation/study plan is provided here below:

Chapter-I: Introduction (Introduction to the topic as the Theoretical Background, Need for the Study, Objectives, Methodology, etc. should be written in this chapter.) (15-20 Pages).

Chapter-II: Profile of the Company (An executive summary of the Company selected for the study should be given) (10-15 Pages).

Chapter-III: Existing Systems/Practices/Policies in the Organization under study, in the selected area (Performance Appraisal in M/s. XYZ Co. Ltd. - Existing Practices/Policies) **have to be covered in this chapter** (10-15 Pages).

Chapter-IV: Data Analysis (For example, Performance Appraisal System in M/s. 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** (15-20 Pages).

Chapter-V: Findings, Conclusions and Suggestions: The student has to present his/her list of findings, conclusions and suggestions in this Chapter (5-10 Pages).

Annexure(s): Supporting information, Tables, etc. have to be presented under this heading (5-10 Pages).

Bibliography: A list of Books, Journals, Magazines, etc. referred to, by the student during the project work, has to be given under this heading (1-2 Pages).

Total Project Report has to be confined to maximum of 60 - 80 Pages only.

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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 Mr./Ms. _____ 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.

Student's Name and Address:

**Signature
(Student)**

Date: _____

ANNEXURE – 6

LIST OF TOPICS FOR A PROJECT WORK

(INDICATIVE ONLY)

SPECIALISATION: FINANCIAL MANAGEMENT

1. Availability and Utilization of Bank Finance for Working Capital Needs – A Study
2. Study of Stock Broking Operations in Hyderabad Stock Exchange (HSE)
3. Children's Savings Schemes – A Comparative Study of Select Banks
4. Cost Control Techniques of Two Manufacturing Units – A Comparative Study
5. Working of Housing Finance Companies – A Case Study of HDFC/LIC/AB Homes
6. Portfolio Management Practices of an Organization
7. Performance of Non-Banking Finance Companies – A Study of Select Companies
8. Management of Finance in Small Business Units – A Study of Select Units
9. Emerging Trends in Merchant Banking – A Study of Select Companies
10. Trends in Mutual Funds – A Comparative Study
11. Working Capital Management in Small Scale Units – A Study
12. Problems and Prospects of Venture Capital – A Case Study
13. Working of SEs in India – A Comparative Study of BSE and NSE
14. Role of HDFC in Providing Housing Finance to Middle and High-Income Groups
15. Mergers and Acquisitions in India – A Study
16. Accounting Standards – Some Issues
17. Management Control Systems – A Case Study
18. Financial Performance of Multi National Companies (MNCs): A Study
19. Foreign Direct Investment: A Study of Select Sectors
20. Working of National Depository System/NSE/BSE
21. Equity Share Valuation: A Study of Pharmaceutical/Cement/Textiles Industry, etc.
22. Securities Market and On-Line Trading: A Study
23. Digital / Electronic Banking: Problems and Prospects
24. Impact of Dematerialization on Indian Economy
25. A Study on Various Investment Options Available in India
26. Risk Management and Portfolio Management of Investors in the Equity Segment
27. A Study on Perception of Investors Investing in Life Insurance
28. A Study on Investment Pattern and Preference of Retail Investors
29. Financial Inclusion and Micro Finance/Pradhan Mantri Jan Dhan Yojana
30. Investment in Equity and Mutual Funds – A Comparative study

SPECIALISATION: MARKETING MANAGEMENT

1. Marketing Strategies of an Organization – A Study
2. Air Tariff Structure – A Comparative Study
3. Advertisement Tariff Rates of Print and e-Media - A Comparative Study
4. Impact of Advertisements on Consumer Behaviour – A Case Study
5. Marketing Health Care Products - Problems and Prospects
6. Market Structure of Agri-products: A Study
7. Marketing of Dairy/Poultry Products – A study
8. Marketing of Financial Services – A Case Study
9. Rural Marketing in India: The Emerging Scenario
10. Customer Relationship Management in an Organization
11. Supply Chain Management in an Organization
12. Distribution Strategy of an Organization – A Case Study
13. Consumer Perceptions and satisfaction of Luxury Brands – A Study
14. Promotion Strategies of a Select Retail Organization
15. Changing Consumer Preference towards Organized Retailing – A Study
16. Influence of Branding on Consumer Purchasing Behaviour – A Study
17. Integrated Marketing Communication – A Study
18. Impact of CRM in Retail Industry – A Study
19. Branding/Multi Branding Strategies of Retailers – A Study
20. Factors Influencing the Consumer Behaviour (relating to a select product/brand)
21. Post-Purchase behaviour of Buyers of a Select Product – A Study
22. Impact of Recent Trends in Advertising on Consumer behaviour
23. Merchandize Management in a Select Retail Organization
24. Pricing Strategies of Retail Organizations – A Comparative Study
25. Retail Space Management on Consumer behaviour – A Study
26. Social Media Marketing in Promoting Services– A Study
27. Marketing/Pricing Strategies of MNCs – A Study of Select Organizations
28. International Marketing Communication – A Study of Select MNC
29. Market Entry Strategies of MNCs – A Comparative Study
30. Digital Marketing Practices of an Organization– A Study

SPECIALISATION: HUMAN RESOURCE MANAGEMENT

1. HRM Practices in an Organization – A case study
2. Impact of Training on the Performance of Employees – A Case Study
3. Recruitment and Selection Practices in an Organization – A Case Study
4. Performance Appraisal System in an Organization – A Case Study
5. Employee/Labour Turnover – A Case Study (of any organization)
6. Grievance Redressal Machinery in an Organization – A Case Study
7. Human Resource Planning/Accounting in an Organization – A Case Study
8. Job Satisfaction of Employees in an Organization
9. Building Core Competencies: An Analytical Study
10. Motivation and Productivity: A Critical Analysis
11. Morale and Job Satisfaction of Employees: A Case Study
12. Management of Change/Conflict in an Organization - A Case Study
13. Organizational Climate and Leadership - A Case Study
14. Impact of Motivational Factors on Employee Performance in an Organization
15. Impact of Compensation and Reward System on the Performance of an Organization
16. Team Work and Organizational Productivity in an Organization – A Case Study
17. Work-Life Balance and Job Satisfaction of Employees– A Study
18. Employee Engagement Practices in an Organization – A Case Study
19. Organizational Culture in an Organization – A Case Study
20. Quality of Work Life of Employees in an Organization – A Case Study
21. Workers Participation in Management in an Organization – A Case Study
22. Impact of Collective Bargaining on Industrial Dispute
23. Work Force Diversity Management in an Organization – A Study
24. Knowledge Management Applications in HR Activities in an Organization
25. Satisfaction of Employees towards Performance Management System – A Study
26. Performance Management in Service Sector: A Study
27. Settlement of Industrial Disputes in a Select Organization
28. Impact of Technological Changes on Industrial Relations in a Select Organization
29. Effectiveness of Leadership Styles in an Organization– An Analytical Study
30. Impact of Cross-Cultural Diversity in Work Force on the Performance of an Organization

SPECIALISATION: OPERATIONS MANAGEMENT

1. Operations Management Practices in an Organization
2. Inventory/Maintenance Management in an Organization – A Study
3. Purchase System Management in an Organization – A Study
4. Warehousing Management in an Organization – A Study
5. Materials Management in an Organization – A Study
6. Implementation of Total Quality Management in an Organization
7. Total Quality Management (TQM) in an Organization – A Study
8. Supply Chain Management (SCM) in an Organization – A Study
9. Study of Operations in a Retail Organization – A Study
10. Logistics/Supply Chain Management in an Organization – A Study
11. Implementation of Total Productivity Maintenance System in an Organization
12. Impact of Information Technology on Supply Chain Management (SCM)
13. TQM in Service Sector (Health Care/Banking/Financial Service, etc.)
14. Six Sigma Implementation in Organization – A Study
15. Effect of Information Technology on Inventory Management in an Organizations
16. Agile Project Management with Reference to IT Company - A Study
17. ERP Systems in an Organization – A Study
18. e-Commerce and SCM – A Study
19. A Study on Lean Manufacturing and its Implementation in an Organization
20. TQM and its Practices in an Organization– A Study
21. Kaizen and its Implementation in an Organization
22. Human Resource Factor in TQM – An Analysis
23. HR Dimensions in WCM– A Study
24. Impact of IT/BPO on the Functioning of an Organization – A Study
25. Business Process Reengineering and its impact on the Functioning of an Organization
26. Techniques in Maintenance Management – A Study in a Select Organization
27. A Study on Just-in-Time Logistics in a Select Organization
28. Implementation of Flexible Manufacturing Systems in an Organization – A Study
29. Study on Project Scheduling in a Select Organization
30. ICT and Operations Management

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 'Performa for Approval of Project Proposal', not merely enclosing the official Letter of Acceptance (Original) from the organization under study.*
