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**MBA PROJECT GUIDELINES;**

As part of the curriculum during the last Semester, students are required to take up project work in their area of specialization for the successful completion of the MBA Program.

SCOPE OF THE STUDY Students must ensure that the project undertaken must be an original study. The research work and report should be valued in terms of application value? Can it be used for improvement by the organization? The study should highlight its application in day to day functioning or in a specific area of your specialization field.

The data collected could be primary i.e., gathered by your own observation, or it may be secondary i.e. taken from the records shared by the organization where the research is being conducted.

**STRUCTURE OF THE PROJECT REPORT**

A) INTRODUCTION – Based on the topic of study (from chosen specialization of MBA), e.g. if it is a study on Marketing practices, an introduction as to what is Marketing and its practices, and other relevant information should be given in context to the organization where this project is undertaken.

B) BACKGROUND - A brief background about the company/organization under study, like Name, Location etc. and relevant details like organization structure, existing systems related to the particular subject under study and a brief write up of the problem you have identified, and you want to study in that organization.

C) METHODOLOGY – It forms the crux of the report. It should clearly identify the Problem, the main objectives of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance.

1) Review of Literature can be done included, which indicates the research done so far with regard to the subject.

2) The relevant data gathered should be presented in the form of tables, graphs, flow charts etc.

3) Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done. 4) Analysis of the data collected or the effect of the new practices on the existing one.

D) CONCLUSIONS & RECOMMENDATIONS: Based on the study done, the recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost saving techniques, precautions.

E) LIMITATIONS of the study if any should be highlighted.

**IMPORTANT GUIDELINES WHILE WRITING THE PROJECT REPORT**

Medium of instruction should be simple and good English while writing the report. Avoid grammatical errors.

1) Follow all the structure of report as mentioned above. Avoid ambiguity define and clearly state the problem and objectives.

2) Important to include references, bibliography and List of tables.

3) The report should also include Certificate from the guide and acknowledgements for support provided by different people while undertaking the project (if any)

4) The report should be in about 25-30 pages minimum.

**FORMAT OF THE PROJECT REPORT**

1. TITLE PAGE: The first page should contain the following details.
2. TOP: The Title of the report in block capitals which is properly centered.
3. CENTRE:

1) Full name of the candidate in capital letters

2) Enrollment No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) Program Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_