



Bangalore Jesuit Education Society
St. Joseph's Institutions

MBA TWINNING PROGRAMME

"Where Innovation is a Way of Life"

MBA TWINNING PROGRAMME

(Where Innovation is a way of life)

With

PONDICHERRY

UNIVERSITY



RESEARCH MANUAL

35 Museum Road, Bangalore – 560 025

Phone: 080-22211911, 22225288

Email: sjec.pondi@gmail.com

Website: www.sjec.edu.in

MBA PROJECT WORK GUIDELINES

Dear Students,

We welcome you all to the IV Semester. We draw your attention to an important course work to be carried out by you during this semester i.e., PROJECT WORK. The rationale behind this practical Course is to:

- *give exposure to academic research skills*
- *Strengthen, develop and Sharpen reading, writing and presentation skills.*
- *Expose you to the various operational and practical aspects of business.*
- *Help you to apply the concepts learned in the theory classes*

How to go about Project Work?

Considering the importance of Project Work for an MBA program as well as the limitations in the distance learning exercise, the Directorate has drawn the following guidelines:

- The Project should be carried out under a Guide/project supervisor.
- Project can be guided by any Post Graduate degree holder with/without a Doctorate Degree working in academic institutions (Preferably teaching MBA/ M.com level programmes) or Industrial Enterprises or Banks or Financial Institutions with knowledge in guiding MBA Project Work.

- Project Work could be:
 - *A Field Survey*
 - *Comprehensive Case Study on the functioning of a business unit/organization,*
 - *Inter-organizational study,*
 - *Application of optimization techniques for business decisions,*
 - *Computer systems development for business operations*
- Choose any organization of your choice, preferably a medium sized or a large enterprise and approach its HR manager/PRO for necessary permission.
- Description of Objectives of the Study, Methodology, Statistical data analysis and Report preparation should conform to the standard research norms.
- Visits the selected organization and
- Collect information either through structured questionnaire/ interview schedule. Collection of information/ data needs to be done in consultation with your Project Guide.

Topic/Areas of the Project Work

You are advised to carry out the Project Work only in the area of your MBA specialization.

The Report

After collecting the necessary information from primary and secondary sources, students are advised to discuss with the Project Guide for interpretation of the data and report preparation. Your compliance with the following format may enrich the quality of the report.

Chapter I: Introduction and the Design of the study

This Chapter may contain a brief background of the problem under study starting from macro economy dimension to micro trends, contemporary developments in the given aspect under study. Brief survey on different studies / Review of Literature on this theme may add richness to the work. For case studies, a brief profile of the company / industry should be given. This chapter also contains the Objectives of the study, Methodology and Sample selection, Research Design, Period of the study, source of data, tools of data collection, Statistical analysis, broad hypotheses put for testing, limitations, etc. Further, the technical terms used in the study, a prior relationships expected between the variables, models intended to be developed / tested are to be specified in this chapter.

Chapter II: Profile of the Study Unit

This Chapter should contain the profile of the Company/Industry relating to the topic of the Project.

Chapter III: Empirical Results/Data analysis & Discussion relating to Objectives

This chapter should contain a logical presentation of the empirical results after completing the data analysis. This should contain neatly tabulated results, results of Hypotheses tested, graphs and figures, if any, along with necessary interpretation. A comparison of results with earlier studies may add novelty to the work. A detailed discussion on the basis of results of analysis should be given in this Chapter.

Chapter IV: Summary and Conclusion

This chapter should focus on broad observations made by the study against each objective specified in the chapter 1. All observations should neatly be bulletined along with suitable captions. This chapter should also give brief list of conclusions drawn by the study and then provide necessary suggestions for the policy makers / managers on future course of corrective action.

Bibliography

Every Project work should contain a list of books consulted for the topic studies, Research Reports, list of research articles and popular academic articles published in different journals be documented in standard pattern. It is also better to mention the websites referred for the secondary sources of materials.

Annexure

Every Project Report should contain necessary annexure where in the Proforma of Questionnaire / interview Schedule should be enclosed in original. Further, the annual reports, research reports, used as supporting documents, if any, may also be enclosed here. The large database collected by the students may be enclosed (preferably as CD) as Annexure to the Research Report. Subject matter organized as above has to be neatly typed (with one and half line space) and submitted in hard bound / spiral bound form. Please type only one side of the page. Use only A4 size paper and the report may be with-in the range of 70-100 pages.

Cover Page and Certificates

The cover page of the report must contain the title of the report, name of the student, program of study, enrolment number, etc. Every project Report should contain:

- a) Declaration by the student stating that the said report has not formed part of any other degree/diploma and is a bonafide work carried out by the candidate.
- b) A certificate from the Project Guide on his/her letter head stating that the said work is original and the candidate had done his/her supervision.

Guidelines to be followed while Submitting the Project Report

- Covering Letter – Refer the sample below
- Soft Copy of the completed project report is expected to be submitted to the coordinator on a CD (Refer to the sample)
- Project completion letter by the company on the company letter head (Refer to the sample)
- Copy of fee receipt
- Project completion letter by the project supervisor on the college letter head (Refer to the sample)
- Three copies of dissertation to be submitted(Student Copy, University Copy and College Copy)
- Please Note: All the above documents must be submitted on or before the last Sunday of April to the coordinator

(Sample) Information to be provided on the CD
Public-Private Partnership in Higher Education in Bangalore

*A Report Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Pondicherry University*

Submitted by,

(Name)

Under the Supervision and Guidance of

(Guide's Name)

(Guide's Academic Qualification)

(Address)

Department of Management

SJEC Pondicherry University

(Year of Submission)

**From,
(Name & Address)**

Date:-

**To,
The Registrar**

Pondicherry University

Through the Coordinator, St. Joseph's Evening College, Bangalore

Respected Sir,

Sub: - Submission of MBA Project

With reference to the above subject, I the above said have undertaken the research work under the guidance of (insert Guide's Name), on the topic (insert Topic) have successfully completed the Project work.

I desire to submit the Project along with CD's.

I request your good self to forward the same for the evaluation and do the needful as early as possible.

**Thank you,
Yours truly**

Project Guide

**Mr. Kanishka K
Coordinator**

**(Student Name)
Research Scholar**

TOPIC/ AREAS OF THE PROJECT WORK:

Students are advised to carry out their Project Works only in their area of specialization. For Example, the students of MBA (Finance should take up their project works only in the functional area of Finance of a Corporate Enterprises, Banks or a Financial Institutions, Stock Broking / Forex Dealing firms, etc.)

SAMPLE TOPICS FOR PROJECT WORKS:**Finance:**

- Financial Performance of select Textile Units in Coimbatore
- Working Capital management of select Electronic Units of Guindy Industrial Estate
- Risk and Return on Equities in Indian Securities Market
- Performance Evaluation of select Mutual Funds in India
- Financial Management in ABC company (Case study)

Marketing:

- Survey on Consumer Choices of different brands of Two-wheelers in Chennai City.
- Market Potential for Logistics Business in Hyderabad city
- Brand Equity in select FMGC products in Mumbai City
- Service Quality and Consumer satisfaction of Maruti Service Centers
- A Case study on Marketing Strategies of HLL in South India
- Impulse Buying Behavior of Customers in Bangalore City

Human Resource Management:

- Philosophy and Management of Human Resources in select large sized Indian Industries
- Leadership styles - a comparison of Indian and Foreign Banks in Chennai City
- Job satisfaction and Job involvement of employees in select Textile Mills in Tirupur
- Status of Industrial Relations and Implementation of Labour Welfare measures in select Coal Mines
- HR practices and Organizational Strategies in select IT companies in India.

International Business:

- WTO and India's Exports : Integrated Strategy for New Millennium
- A study on Cross Cultural Practices of select MNCs in India
- FX Dealer room strategies : A study on select Banks/ Forex Dealers in Mumbai City
- Study on Operational and Practical dimensions of GDR and ADR issues of Indian Companies
- Marketing Strategies of Large Multinational Automobile Unit in Chennai City.

PROFORMA

Students are advised to follow the following Proforma while finalizing and Printing of their Project work reports. The DDE-MBA suggests the following sample pages:

- ⇒ Title Sheet
- ⇒ Certificate from the Guide
- ⇒ Certificate from the company
- ⇒ Certificate from the college
- ⇒ Declaration by the Students
- ⇒ Acknowledgements
- ⇒ Executive Summary
- ⇒ Table of Contents
- ⇒ List of Tables
- ⇒ Bibliography
- ⇒ Appendices

Title Sheet:

The Cover Page of the project Report as well as the first inner page of the Report should contain the details regarding the Main Title of the topic, Sub title (if any), the name of the company/ industry where the work has been carried out (in case of Case Study), branch of MBA programmed the report submitted, name of the Student, Enrolment / Registration Number, etc. A Proforma of the title page is given below. University emblem can be downloaded from the University website www.pondiuni.edu.in

Certificate from the Guide:

DDE suggests the candidates to approach either an academic guide or internal guide within the company to get the necessary guidance while preparing the Project Report. These guides are expected to certify that the Project work is a bonafide work and not copied from other works. Such certification increases the authenticity of the work done. It is preferable to get such certificate on the official letter head of the Guide. A sample of such certificate of the Guide is given below:

Sample title page:

CONSUMER BRAND PREFERENCES WITH REGARD TO DECORATIVE PAINTS

(A COMPARATIVE STUDY OF ASIAN PAINTS AND BERGER PAINTS)

PROJECT REPORT

(A Report Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Pondicherry University)



Submitted by

Mr. / Ms:

Enrolment No:.....

MBA:.....

PROJECT SUPERVISOR

(GUDE NAME)

(DESIGNATION)

ST. JOSEPH'S EVENING COLLEGE - PONDICHERRY UNIVERSITY

#35 Museum Road, Bangalore, Karnataka, India

MBA Twinning Programme

(YEAR OF SUBMISSION)

Sample Certificate of the Guide

CERTIFICATE OF THE GUIDE

This is certify that the Project Work titled “Consumer Brand Preferences with regard to Decorative Paints(A Comparative Study of Asian Paints and Berger Paints)” is a bonafide work of Mr./Ms..... Enroll No:.....carried out in partial fulfillment for the award of degree of MBA:..... (Branch) of Pondicherry University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associate ship of any other University / Institution.

Signature of the Guide

Name and Official Address of the Guide

Guide’s Academic Qualifications

Designation and Experience

Place :

Date :

Sample “Student’s Declaration”**Students Declaration**

I, Mr./ Ms. hereby declare that the Project Work titled “Consumer Brand Preferences with regard to Decorative Paints(A Comparative Study of Asian Paints and Berger Paints)” is the original work done by me and submitted to the Pondicherry University in partial fulfillment of requirements for the award of Master of Business Administration in (Area of specialization) is a record of original work done by me under the supervision of Dr. / Mr. Sri..... of..... (Organization of the guide)

Enroll No:

Date :

Signature of the Student

Acknowledgements:

This is the place where the students can express thanks to different persons who helped them in carrying out their work.

Executive Summary:

It is preferable to have one page write up about the work, objectives, sample, broad observations made by the candidates in a summarized form. This executive summary should be comprehensive and able to reflect the entire work in a capsule form.

Table of Contents:

Table of contents gives an index of major chapters of the thesis; the introduction, different chapters with sub sections, bibliography and appendices along with their page numbers in the report. The titles of the chapters generally should provide a sequence of logical order of presentation made by the student. While first couple of chapters provides the setting of the problem, the later chapters should concentrate on the analysis carried out to examine the objectives of the study. The initial pages like Acknowledgement, List of tables, list of Figures, Bibliography and Appendices are numbered in lower case Roman Letter and the Page numbers of all Chapters are given in regular numbers. It is customary to specify the Chapter numbers with roman Capitals. A sample of table of contents is given below:

Table of Contents

	Page
Acknowledgments	i
Executive Summary	ii
List of Tables	iii
List of Figures	iv
I. Introduction and Design of the study	
a. Concept Introduction	
b. Problem of the study	
c. Scope and significance	
d. Brief Review of Studies	
e. Objectives of the study	
f. Research Design	
g. Chapter Plan	
II. Profile of the Study Unit	
III. Analysis relating to Objective I	
IV. Analysis relating to Objective II	
V. Summary of Findings and Conclusion	
Appendices	
Bibliography	
Questionnaire	
Schedules	

Sample “Citation”

Citation

Published Journal Articles

In case of Published Journal article, the logical order of citing a references is, first author’s name, title of the research paper, name of the journal, year of publication, volume number and issue number, year of publication and the pages of the said article in the given journal. E.g.:

1. Anand, M., Ajay Arora., “Economic Value Added: Business Performance Measure of Share Holder Value”, **The Management Accountant**,, Vol.25, No:4, May 1999, p.25
2. Banerjee, Ashok and Jain S C., “Financial Variables: Measuring Performance”, Chartered Accountant, Vol LX., No:2, Feb 1999, PP.65-73

Published Research Books

In case of Published books the logical order is to start with author (s) year of Publication, title of the book, name of the publisher, place of publication and page number referred. For example,

1. James R Gregory.(2004), **“THE BEST OF BRANDING: BEST PRACTICES IN CORPORATE BRANDING”**, Tata Mc Graw Hill Publishing Co Ltd, New Delhi, pp.24-37.
2. Sharma, DD.(2004), **“TOTAL QUALITY MANAGEMENT: PRINCIPLES, PRACTICE AND CASES”**, Sultan Chand & Sons, New Delhi, pp.312 325

Timeline

Sl. No			
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			

Note

- *A fine will be imposed to those whose projects are submitted after the due date.*
- *Fine of Rs 200/- will be levied for those who submit between 1st to 10th March*
- *Fine of Rs 300/- will be levied for those who submit between 11 to 20th March*
- *Any projects submitted after 20th March will not be accepted.*

Step 1	1st Week	Orientation, circulation of model term Research Paper and allotment of guides by the respective Departments.
Step 2	2nd Week	Guides will schedule the meeting with the allotted students and discuss the area and topics.
Step 3	2nd Week	Finalization of title and objectives.
Step 4	3rd-4th Week	Students are expected to write a brief Introduction, Objectives, Scope, Relevance, Methodology, Limitations and Conclusion, not exceeding five sheets and get it approved by the guide.
Step 5	5th- 6th Week	Data Collection (Primary and Secondary data)
Step 6	7th-10th Week	Data Analysis and Interpretation.
Step 7	11th-12th Week	Findings, Recommendations and Conclusion.
Step 8	13th -14th Week	Report Organizing/Compiling, Writing and Presenting to the Guide.
Step 9	15th Week	Submission of term research paper report to the guide in the prescribed format.