



PROJECT REPORT GUIDE LINES FOR M.B.A. / B.B.A. STUDENTS

PROF G RAM REDDY CENTRE FOR DISTANCE EDUCATION

OSMANIA UNIVERSITY HYDERABAD : : 500007 T.S

RECOGNISED BY DEB, UGC, AICTE

**EDITOR
PROF. D.SREERAMULU**

**DIRECTOR
PROF.CH.GANESH**

In all professional courses it is customary to insist on a Project Report. This is a world wide fact aimed at preparing the students to get the taste of the real life situations in the Profession they have chosen to pursue.

Project work is aimed at preparing you the MBA student, in understanding the application value of the principles and paradigms you have studied as part of your two year programme. The objective of this booklet is to offer you guidelines to select a topic (list of suggested topics given as annexure) of your choice or choice of the organization where you want to study in consultation with your project guide. If you follow these guidelines carefully the objective of preparing you reports is an essential activity of any business manager. The format for project report given here is universally accepted and if you follow this format carefully, it will facilitate your examiner in the evaluation of this report which carries grades A to D. please note that you can show your project report with confidence and pride to your prospective employers (selectors) if you have worked carefully on your project report.

A managerial research is generally conducted to probe into a management problem resulting in a research report. It means that a research report is the end product of a research. On the other hand a business report or a management report is a report prepared by the management to portray certain important aspects or problems in business. Thus, two important types of report in the realm of management are: (1) business report or management report, (2) managerial research report. Your project report could be any one of them or could be both if some organization requests you to study some problems of the organization.

METHODOLOGY OF BUSINESS REPORT

Business research starts with report planning, which includes a determination of the objectives of the report, identification of the target reader of the report, consideration of the real purpose of the report, planning for the collection of proper materials for the report, preparation of the scheme of report writing, planning for proper utilization of time in report writing, and crystallization of the actual lay out of the report.

Once the report is planned, material collection starts. Arranging the contents of the report should also not be forgotten. When the collected materials, data observation, documentation, information, opinion clarification, etc., are arranged and fitted together to a carefully articulated form, the writer will come to know as to which materials to put together in the report, and what is to be dispensed with. It should however, be ensured that enough material has been selected to carry out the purpose of the report. When the prospective reader is less familiar with the situations and specifications that the writer must ensure that all the necessary details are given in the report. But the information must be to the point and in accordance with the needs of the reader. Beating around the bush must be avoided.

As soon as proper data and information are collected, selected and arranged, adequate thought must be given to the purpose of the report that is: to be communicated? To whom it is to be communicated? When to be communicated and for what purpose? The report writer should place himself in the shoes of his reader (examiner) before he starts writing. Ask this question: how would he/they react if I gave a short slant to the arguments in this fashion? Think over it, try to rearrange your materials, and then start writing the report. This will enable you to determine what should find a place in your report and where: and what must not be included in it. It is the report writer who will have to decide about what is to be included in the report to make it effective. Generally speaking the following are the contents for the contents of a report:

1. Title page
2. Letters of authorization
3. Table of contents, statistical tables, charts and illustrations
4. Introduction_ problem, Need, Objectives Scope, limitations
5. Research Methodology Data management scope management statistical tool used for analysis
6. Research data analysis
7. Findings
8. Interpretation
9. Suggestions & recommendations
10. Appendices
11. Bibliography
12. Index of key words used in the report

In table of contents an outline of the report, contains major headings and sub-headings, as well as the various sub – sections are presented. There should be a summary of the report, especially when the report runs into many pages. The summary provides a reasonable complete resume of the report. and it helps the reader to grasp what is important in the report.

The body of the report is its chief part. It includes everything from the statement of the problem to a detailed analysis of the data and information. Statistics, documentation, and information are presented for analytical purposes. Everything should be organized in an elegant manner. This should be followed by conclusions, suggestions, and recommendations.

CHAPTERISATION

S no	Chapter no	Chapter	Page no
1	I	Introduction of research study	
2	II	Research methodology	
3	III	Review of literature	
4	IV	Theoretical frame work	
5	V	Company profile	
6	Vi	Research data analysis interpretation	
7	VII	Research findings and conclusions	
8	VIII	Suggestions and recommendation	
9	IX	Bibliography	

NATURE OF THE PROJECT

The project work you are taking under may be:-

- a) Either a case study of a problem of practices in an organization (S)
- b) Comparative study of two organizations of within an organization its performance during different periods.

It may be based either on primary data (data the student is collecting) or secondary data (data already available (books/documents etc) or both

PROJECT SUPERVISOR/ GUIDE

The project supervisor or guide shall be:-

- a) An academic counselor of PGRRCDE , OU or
- b) A Member of the Faculty of Department of Business Management O,U.

SELECTION OF TOPIC:

A student can choose any topic of his/her own choice.(list of illustrative topics is enclosed) In case, the students want to work in areas like General Management, Production Management, Operation Research, **MIS, TQM** etc., they can choose a topic from those areas after consulting their guides. But if the students want to work in specialization areas, viz, **FINANCE, MARKETING AND HUMAN RESOURCE MANAGEMENT**_ then the topic they are selecting for project *work should correspond with the specialization area opted by them in their final year MBA programme,*

SUBMISSION OF THE PROJECT PROPOSAL:

Students have to finalise the topic and synopsis (of not more than 5 typed pages) of the project in consultation with their Guide and send the same along with the duly completed

Project Proposal Performa (see Annexure – 2) in triplicate to the Director, **PGRRCDE, O,U HYD 500 007**.

The synopsis you are sending should be in the format enclosed (Annexure-3)

You are requested to send one self- addressed envelope with the synopsis to the Department.

Before sending the synopsis ensure that :

- 1) It is in the proper format
- 2) Project Proposal Performa, in triplicate, is enclosed.
- 3) Annexure – I duly signed by the Project Guide is enclosed.
- 4) One self addressed envelope is enclosed ‘

COMMUNICATION APPROVAL

A written communication regarding the approval of the synopsis and also the eligibility of the guide (if applicable) will be intimated to the students within four weeks from the last date for submission of the synopsis. In case the synopsis is not approved, the reasons for the same will be communicated to the students. Such students, whose synopsis is not approved have to resubmit the revised synopsis along with the Project Proposal Performa duly signed by the Project Supervisor and the candidate, to the Director, **PGRRCDE, O, U HYD** within one month from the date of communication as per the date mentioned therein.

PREPARATION AND SUBMISSION OF PROJECT REPORT:-

- a) The Project report may consist of 50 to 100 pages (including the appendices, exhibits etc.) depending on the scope of the topic. (sample project reports are available in **PGRRCDE**,library
- b) The candidate has to mention the research methodology he/she proposes to follow in the sample selection and collection of data.
- c) The report should be compulsorily be typed on the bond papers in double space.
- d) The project report should contain three certificates: they are:
 - I) The original approval for the synopsis received from the **PGRRCDE, O,U** should be enclosed to the original report and in the other copies, photocopies of the same should be enclosed.
 - II) Certification given by the Project Guide that the student worked under his/her guidance (Annexure- 3)
 - III) Declaration by the student stating that the work is an original one and has not been submitted to any University or Institution for the fulfillment of the requirement of a course of study (Annexure- 4)Annexure 3 and 4 have to be enclosed only to the final Project Report but not to the synopsis .

- e) As the project report will not be returned to the students they are advised to keep one copy of the report for themselves.

EVALUATION OF THE REPORT:

The project report submitted by the candidates will be evaluated by an examiner other than guide.

LIST OF TOPICS:

A list of suggested topics is enclosed for your reference (Annexure – V). you can choose any other topic also

LAST DATE FOR THE SUBMISSION OF SYNOPSIS:

Decided by the Director, **PGRRCDE OU** (see website)

Synopsis received after the last date will not be accepted

LAST DATE FOR SUBMISSION OF PROJECT REPORT:

Decided by the Director, **PGRRCDE OU**

Submission of the project report is a pre- requisite for writing the final examinations. Your result in not possible without project report submission.

GRADE FOR THE PROJECT WORK:

Letter grades A to D are given for the (**A-excellent, B-Good, C-Satisfactory and D-Unsatisfactory**) Project Report.

VIVA – VOCE EXAMINATION:

The students have to attend Viva – voce Examination after the completion of the year/semester end examinations, which will be based mainly on project work. The Grades for Viva – Voce examination are A to D.

(Excellent, Good, Satisfactory and Unsatisfactory)

1st COPY

A N N E X U R E – 1

**OSMANIA UNIVERSITY
PGRRCDE – MBA PROGRAMME
Proforma for Approval of Project Proposal**

(submit three copies)

Enrollment No 094-	:	Study Center - PGRRCDE,O.U
Name and Address of the student	:	_____

Area of Specialization	:	_____
		Marketing /Finance & Accounting/ MRM
		HRM & OB/ OR Information System / Any other
		(Specify)
Title of the Project	:	_____
	:	_____
Area	:	Marketing/Finance & HRM
Name & Address of the Supervisor	:	_____

Signature of the Student		Signature of the Supervisor
Date _____		Date _____

SIGNATURE
DIRECTOR, PGRRCDE ,O.U.

2ND COPY

A N N E X U R E – 1

**OSMANIA UNIVERSITY
PGRRCDE – MBA PROGRAMME
Proforma for Approval of Project Proposal**

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Area of Specialization	:	_____
		Marketing /Finance & Accounting/ MRM
		HRM & OB/ OR Information System / Any other
		(Specify)
Title of the Project	:	_____
	:	_____
Area	:	Marketing/Finance & HRM
Name & Address of the Supervisor	:	_____

Signature of the Student		Signature of the Supervisor
Date _____		Date _____

SIGNATURE
DIRECTOR, PGRRCDE, O.U.

3RD COPY

ANNEXURE – 1

OSMANIA UNIVERSITY
PGRCDE – MBA PROGRAMME
Proforma for Approval of Project Proposal

(submit three copies)

Enrollment No 094-	:	Study Center- PGRCDE,O.U
Name and Address of the student	:	_____

Area of Specialization	:	_____
		Marketing /Finance & Accounting/ MRM
		HRM & OB/ OR Information System / Any other
		(Specify)
Title of the Project	:	_____
	:	_____
Area	:	Marketing/Finance & HRM
Name & Address of the Supervisor	:	_____

Signature of the Student		Signature of the Supervisor
Date _____		Date _____

SIGNATURE
DIRECTOR P G R R C D E , O.U.

ANNEXURE - II

Project Synopsis Format

YOUR SYNOPSIS SHOULD BE IN THE FOLLOWING FORMAT :

1. Introduction for the study – The Problem
2. Need for the study
3. Objectives of the study
4. Scope of the study
5. Period of the study
6. Research Methodology
7. Limitations of the study
8. Chapter plan
9. References

A N N E X U R E – III

CERTIFICATION

This is to certify that the Project Report titled _____

submitted in partial fulfillment for the award of MBA Programme of PGRRCCDE O, U .

Hyderabad, was carried out by _____

under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the guide

Signature of the Guide

ANNEXURE – IV

DECLARATION

I hereby declare that this Project Report submitted by me to the **PGRCDE O. U. HYDERABAD**, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma/ certificate or published any time Before.

Name and Address of the student

Signature of the student

ANNEXURE – V

SUGGESTED LIST OF TOPICS FOR PROJECT REPORT

Finance and accounting area

FCNR Accounts in Banks Derivatives trading ,Online trading of futures and options ,Commodity derivatives ,Educational loans from public sector banks ,Personal loans in private sector banks
Self Help groups and micro finance
Liberalization and exports
American Depository receipts
Global Depository receipts
Retail Lending
Availability & Utilization of Bank Finance for Working Capital Needs A study
Study of variations in the price level of essential commodities and their effect on the public.
Study of stock broking operations in Hyderabad Stock Exchange (HSE).
Children’s Savings Schemes – A comparative study of schemes offered by selected banks
Informal Mutual Credit Association – A study of schemes offered by selected banks
A study of Cost Control Techniques of two manufacturing units.
Financial Structure of two/ three Advertising Agencies in the twin cities.
Issue of season tickets by the **APSRTC, TSRTC** - A cost Benefit Analysis.
Working Housing Finance companies- A case study of **HDFC/LIC/AB Homes/deeven** Housing Finance Corporation/Any other company.
SEBI and investor Protection – A study
Portfolio Management Practices of **UTL/LIC/Mutual Funds**
Problems of stock brokers vis-a-vis the share transfers.
Performance of Non-Banking Finance Companies –A study of selected companies in twin Cities of Hyderabad and Secunderabad.
Problems and Prospects of Non-Banking Finance Companies.
Management of Non-Banking Finance companies – A study of selected units.
Policies and practices of Lease Accounting –A study of selected companies.
Financial services-Growth and Development – A study of selected companies.
Emerging Trends in Merchant Banking – A study of selected companies.
Trends Mutual funds – A case study
Working Capital Management in small scale Units – A study of selected units
Sources and applications of funds –A case study.
Impact of Liberalizations on Capital Market.
Impact of Financial Sector Reforms on Banking Sector – A study of selected banks.
Problems and prospects of Venture Capital – A case study
Dividend Policies and Practices – A comparative study between a public sector Company and a Private Sector company.
Working of National Stock Exchange (NSE)
Working of SEs in India – A comparative study of BSE and NSE
Effect of Liberalization on Saving and Investments in India.

Effect of changes in Monetary Policy on the performance of NBFCs – A study
Liberalization and the Recent Trends in Financial Intermediations.
Working of **IDBE/UTI/ICICI/LIC** etc.
Role of **HDFC** in providing Housing Finance to middle and high income groups.
Working of Auto Finance Companies – A case study
Mergers and Acquisitions in India – A study
Role of Institutional and small investors in Capital Markets in India
Status of Equity Research in India
Sickness in Small Scale Units – A study.
Issue Management
Liberalization and Integration of Financial Markets
Accounting Standards – some issues.
Management Control Systems –A case study
Performance of Multi National Companies (**MNC'S**) A study
Current Swaps: An Instrument of International Financial
Foreign Direct Investments.
Fostering Investor Confidence – Some Implications
National Depository System
The Changing Role of Commercial Banks in India
Insider Trading – effects on Stock Returns.
Equity share Valuation: A study of pharmaceutical/Cement/Textiles Industry.
Equity Investment and Economic growth in India

HUMAN RESOURCE MANAGEMENT

H R Planning & Recruitment – Comparison between PSU and Private Sector Companies
H R P in public sector Organization – A case study

H R D Strategies – Comparison between PSU and private Sector Companies.

H R M Practices in an organization – A case study

Impact of Trading on the performance of employees – A case study
Selection and recruitment practices in an organization – A case study
Application of Appraisal strategies in an organization – A case study
Labour / Employee Turnover – A case study
Settlement and Grievances Handling in an organization – A case study
Role of H R M department in Turnaround management
Role of H R M department in a Growing organization
Role of H R M department in ERP (SAP/ People soft)
H R Accounting
Alignment between process requirements & Governance capabilities in B P O
Philosophy of H R Management

Culture and Cross border Mergers & Acquisitions
High Skill equilibrium
High Skill Eco System
Knowledge Transfer through Inheritance
Talent management
Knowledge Management
Affect of Leadership on Performance of the Organization
Career stagnation causes and effects on the Individual / Organization
Organizational effectiveness through HRD in the changed Liberalized markets
Organizational Climate and Leadership of an Organization a comparative study
Design of Personal Information System for an organization
Job Satisfaction and Health of employees in an organization
(external/internal) in an organization Reward system-a tool for promoting desired
organizational performance a case study.
Identification of training needs of security personnel in an organization
HRD strategies and industrial relations-a case study
Planning and Identifying HRD interventions for solving organizational problems a study.
Role of change agent
Role of HRD in TQM
Various Incentive schemes a comparative study.
Work measurement and wage payment plans
Study of Employee morale and attitudes.
Pay Revision Management
Wage fixing administration

Quality of Work life
Motivation and morale
Dignity of Labor
Performance appraisal and counseling
Training needs analysis
Positive force field analysis and change management
HRM consultants
E-Learning
Paperless office
Performance appraisal with Traditional & Modern methods
X,Y,Z Theories Practices
Employees relation
Model employer
Mergers acquisition HR strategies

MARKETING

New Product Research ,A study on Channels of Distribution
Marketing opportunities for Laptop computers in India
A study of product attributes performances of the customers
A study of the Distribution System pf Modern Baleries Limited (India) Hyderabad
Market potential study for Export Oriented Industries
A study of super market/Hyper markets/Malls with special emphasis on consumer attitude
Evaluation for consumer awareness of Watches/Refrigerator/TVS/Laptops
A project report on the effectiveness of any consumer products Advertising campaign
Dissertation on Buyer behaviors-S Study o Television /Two Wheelers/Four Wheelers
Project Report on product positioning of watches /computers/tow wheelers/Four Wheelers
A study of MIS in a company dealing with Industrial goods-ref .To steel and Cement Industries
Competitors Marketing Strategies
New Product Launch” –A case study on cool Drinks
Formulation of Advertising Plan for a Consumer Product
Market Potential for Mosquito Repellents- A Market Survey
Importance of Dealers in Placements Promotion of Electrical Home Appliances
Advertisement impact on Consumer with reference to EMCG industries
Marketing Management practices in select industries
Consumer attitude towards colour TV’s and evaluation of Advertising strategies
By manufacturers
Effect of media on advertising –File TV, magazines and newspapers
Survey of TV’s with reference to popular brands
Consumer buying behaviors on different consumer product companies
Product positioning of select Consumer products
Study on service Industry” on their marketing strategies
Study of Consumer satisfaction “with reference to ceramic industries
Study on “INOVATIONS ON ADVERTISING’
Study on Hospitality of Modern Hotels-and their Marketing strategies
Growth of Super Markets” –multi-specially shops with ref .to retail outlets
Survival strategies of companies to compete with MNC’s
Study of Branch Loyalty among customers
Consumer satisfaction studies
Marketing strategy of various Airline operators
Study of surplus distribution of selected companies
Growth and development of cable TV networks
Marketing strategies of goods File radio/FM radios
Marketing of dairy products –a study of Vijaya/Heritage/Good health/Amul / others
Direct Marketing strategies of various companies like vacuum cleaners, fitness equipment etc
A study of Telemarketing, Internet marketing of various domestic products
Marketing strategies of various regional Edible oil brands
Marketing strategies of various net-work marketing companies

Marketing strategies of private life insurance companies
Marketing strategies of Auto financing companies
Marketing strategies of Two Wheeler's-a study of motor cycles
Market potential on Medical insurance offered by various banks-a case study
A study of health tourism
A study of consumer preference towards various holiday resorts
A study of soft toys market-a case study
A case study of geysers market or water purifiers
A case study of Branded PC's versus Assembled PC's
A study of consumer durables- with reference white goods such as AC's and washing machines
Marketing of life products like jeweler
A study of growing small car marketing in Hyderabad city
Marketing practices at select Public sector units
Marketing practices at select private sector industries
C R M Practices
Green Marketing
Online Marketing
Product Mix
Promoting Mix
Public Relations
Mega marketing practices
Customers Life cycle
Customer Retention
e-marketing practices

The above topics are general for project work. The topic has to be studied in the Context of any specific business organization or a set of organizations or a comparative Study between two or three organizations. These topics could also be combined like "pay revision management and quality of work life (with special reference to a givenorganization. The list is not exhaustive. You can think of working on Any other topic in consultation with your project guide.