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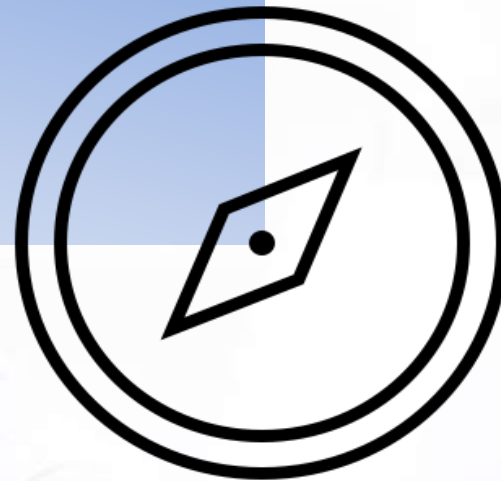
Project Work

- For MBA students- It is part of 4th sem course curriculum, but we open the project submission link in 3rd sem itself. However grade of Project work can only be displayed along with 4th sem/final semester's results.
- Similarly for PG Diploma students- Project link gets activated in 1st sem itself
- For 3 yrs programme(UG or PG)- Link gets activated in 5th sem & remain open till their final semester/six semester.

Important Points

- Closing date for current session is January 17th.
- Project work Evaluation cycle normally it takes 2 to 3 week time
- If evaluator makes the comment/remarks for resubmission of project work, student has to resubmit the same within 7 days
- After evaluation of all submitted Project work, we extract the marks & send to CoE along with other internal component marks for further results processing. At the same time our IT cell also push the marks to CoE panel after getting the acknowledgement from Exam Cell.

Project Work Guidelines



- Project Based Learning is the application of the comprehensive methodology to inculcate the spirit of strategizing industry operations in a real-time environment
- The project work aims to foster students with an opportunity to develop conceptual, analytical, communication and interpersonal skills.

- The project topic should conform to the following:
 - Relevant to business or technology, defined broadly;
 - Related to one or more of the subjects or areas of study within the core program and specialization;
 - Clearly focused so as to facilitate in-depth study, subject to the availability of adequate sources of information and to your own knowledge;
 - Of value and interest to you and your personal and professional development.

Important Instructions

- Plagiarism report acknowledging 85% originality
- Submit project report along with extended abstract and project guide's resume, simultaneously.
- Ensure to include signed & scanned copies of following essential certificates
 - From Project Guide: Certifying bonafides of project work carried out under his/her supervision
 - From a student: Certifying that submitted project work is an original piece of work and has not been submitted earlier

***Note:** Project Guide must be a Post Graduate with a minimum of 10 years experience

- You will receive an intimation through a registered email address, on successful uploading of project work report Viva Questions will be accessible after uploading Project Work.
- Project submission will be accepted only after the Project file is uploaded and Viva questions are answered Generally, it takes four to six weeks to complete the process of evaluation of project work.

Phases of Project Work

Project work will be divided in three phases:



Synopsis



Project Report



Viva-Questions

Writing the Project Work

- The title of the project should not be more than 12 words in length.
- The complete Project Work should be submitted in 15000-30000 words

- The extended abstract should case the following aspects:
 - The abstract for 500-1000 words
 - The study hypotheses(null or alternative hypotheses, if applicable)
 - Literature Review

- Research methodology constitutes of
 - Research Design
 - Sampling Technique
 - Data Collection
 - Data Preparation
 - Data Analysis
- Results(theoretical or empirical)
 - Data interpretation
 - Recommendation
- Implications of theory and practice

- Viva Questions will include 5 descriptive questions(6 marks each) related to your specific project.
- Viva questions are mandatory for the final project submission.

- Evaluation Scheme:
 - Project Report 70
 - Viva 30




Project Submission Steps



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Project Submission

Feedback

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Exam Schedule

Conversation 2019

Master of Business Administration

User Image

Demo Student

Amity University Online

Session : Jul18-Dec18

Roll No

A18201170466(a)

Enrollment No

A18201170466(a)

Fees No

0050085

Program

Master of Business Administration

Email id

tyagi.poojavati2@gmail.com

Amity Emailid

tyagi.L13@amityonline.com

Amity Email Paid

DemoAmity@123

Semester

Semester V

Registration Status

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Make Submission

Master of Business Administration

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Amity University Online

Session : Jul18-Dec18

Roll No

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Notifications

Jan 2020 Session - Assignment Submission

Dear student, Amity Online is providing you the convenience to submit your assignments till Jan 2020 session. In case you have not submitted your assignments, please complete them by 31st August 2020. Ignore if already submitted.

https://esodl.amzone.net/ODLMS/NewTemplateProjectSys/NewTemplateProjectSys

Screenshot of a web browser displaying a student dashboard for a project.

Browser Tabs: SLM - Google Drive, Course Indian Social structure, NewImpleProjectSy ODLMS, ProjectInst2.pdf

Browser Address Bar: asodi.amzone.net/ODLMS/NewImpleProjectSys/NewImpleProjectSy

Browser Extensions: Apps, Gmail, YouTube, Maps, News, Translate, International Jour..., DCOM504_DWGT..., Program Delivery..., New Tab, Amity Online vide..., Salibus July 202...

Dashboard Layout:

- Left Sidebar (Dark Blue):**
 - Dashboard
 - My Course
 - Article
 - Post Query
 - Personal Contact Programme
 - Digital Library
 - Change Password
 - Online Payment
 - Assignment
 - Project Submission
 - Feedback
 - Exam Schedule Download
 - Bank Card
 - Semester Break
 - Downloads
 - Exam FAQ
 - Exam Schedule
- Top Navigation Bar (Red):**
 - Project Summary: Not Saved
 - Project Report: Files Not Uploaded
 - Viva Voce: Not Answered
 - Project Work: Not Submitted
- Main Content Area:**
 - Instruction:** (Active tab)
 - Project Work:** (Inactive tab)
 - Download Instructions (Click Here):** (Link highlighted with a red hexagon)

Footer: Version 2.3.8

PROJECT WORK : Guidelines



1. Project Based Learning is the application of the comprehensive methodology to inculcate the spirit of strategizing industry operations in a real-time environment

2. The project work aims to foster students with an opportunity to develop conceptual, analytical, communication and interpersonal skills.

3. Selection of Project work Topic

- ❑ The choice of topic for the project work and the approach to be adopted needs to be based on the field of specialization.
- ❑ It is important to distinguish between 'project work topic' and 'project work title'. The topic is the specific area that you wish to investigate. The title may not be decided until the project work has been written so as to reflect its content properly.

4. The project topic should conform to the following:

- ❑ Relevant to business or technology, defined broadly;
- ❑ Related to one or more of the subjects or areas of study within the core program and specialization;
- ❑ Clearly focused so as to facilitate in-depth study, subject to the availability of adequate sources of information and to your own knowledge;
- ❑ Of value and interest to you and your personal and professional development.

5. Planning the Project work

- ❑ Selecting an original and relevant topic for investigation.
- ❑ Establishing the precise focus of your study by deciding on the aims and objectives of the project work, formulating questions to be investigated, deciding the sampling techniques and statistical techniques to sum up the findings of the study. Consider very carefully what is worth investigating and its feasibility.
- ❑ Drawing up initial project work outlines considering the aims and objectives of the project work. Work out various stages of project work

6. Important instructions and information on Project Submission:

Scope of the Project

Contribution of this Project

Organization

Methodology

Project Report

Choose file No file chosen

Max allowed file size 4 MB only .pdf, .doc files are allowed

Plagiarism Report

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Save & Continue to View

Date of Submission

Evaluated Status

Evaluation Remarks

Date of Project Work Completion


Project Submission Date	Evaluated Date	Project Status	Project Remarks
12/30/2019 6:00:29 PM	1/5/2020 12:00:09 AM	Revised	This is not an approach report. This is just a write up on business plan. Most the material is taken from internet and material taken from other sources is not cited properly. There are no initial pages such as table of content etc. The methodology of the Chapter could have been, Introduction, Review of literature, Research Methods, analysis and Interpretation, Conclusion and Recommendations, References, Appendices. The student is advised to resubmit the project as per format.

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Dashboard ODLM5

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Ram Kumar Jha

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Project Submission



Ram Kumar Jha

Amity University Online

Session : Jul15-Dec13

Roll No

A19201151503

Enrollment No

A19201151503

Form No

1036074

Program

Master of Business Administration

Email Id

xxxxxx

Amity Emailid

ramkumar1@amityonline.com

Amity Email Pwd

mar15081988

Semester

Semester IV

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OpenQuery

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19

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More info

E-Marksheet

More info

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Ram Kumar Jha
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Online Payment

Assignment

Bulletin Board

Project Submission

Project Summary
Saved

Project Report
Uploaded

Viva Voice
Answered


Project Work
Submitted

Instruction

Project Work

Viva Submission

Download Instructions [Click here](#)

 Project Submission

Submitted

Viva Submissions

The study is planned to know the marketing procedures

S.No.	Chapter	Description	Edit
1	Chapter1	Introduction	Remove
2	Chapter2	Objective and scope	Remove
3	Chapter3	Methodology	Remove
4	Chapter4	Data Analysis	Remove
5	Chapter5	Data Collection	Remove
6	Chapter6	Finding	Remove
7	Chapter7	Recommendations	Remove
8	Chapter8	Conclusion	Remove

- Project Submission
- Feedback
- Downloads
- Exam FAQ
- Exam Schedule
- Convocation 2019

Why this topic has been chosen

The study is planned to know the marketing procedures of the organization. Since, the organization development relies on their business conditions as it were. The study for the most part manages the marketing exercises of the organization. The principle

Project Objective

To study the current standard working system of the smilax labs.

To study method for trading and the advantages of the sending out of the smilax labs.

Scope of the Project

The Scope of the study centers on the marketing systems followed by Smilax labs for its marketing exercises. The study focuses on the methods and strategies followed by the organization which incorporate the standard working system, Export

Contribution of this Project

The study is planned to know the marketing procedures of the organization. Since, the organization development relies on their business conditions as it were. The study for the most part manages the

	Chapter	Conclusion	Remove

References

Aaker, David A. & Kumar, V & Day, George S 2006. Marketing Research. 9th Edition. John Wiley & Sons Inc.

Project Guide Details

Name and designation of project guide

Chandan Kumar Dubey - Senior Sales Manager

Qualification and Years and Experience

MBA in Marketing from KIIT university - 11 years of experience

Guide Resume Upload

MATKETING CHANDAN KUMAR DUBBY_Resume_176640_10

Project Report

A study on Marketing Strategies of The Smilax Laboratories

Contribution of this Project

The study is planned to know the marketing procedures of the organization. Since, the organization development relies on their business conditions as it were. The study for the most part manages the marketing exercises of the organization. The principle

Organization

Smilax Labs

Methodology

A market research study has been taken from the organization (ICRA) with the end goal of above study. The research data has been gathered all through this method.

Guide Resume Upload

MATKETING CHANDAN KUMAR DUBBY_Resume_176640_10

Project Report

a study on Marketing Strategies Of The Pharma Industry Wi

Plagiarism Report

Plag Marketing_PlagiarismReport_173636_1006974.doc

Date of Submission

30-May-2020

Evaluated Status

Accept

Evaluation Remarks

The main objective is to study the current standard working system of the smilax labs. To study method for

Date of Project Work Completion

 Project Submission

Submitted

Viva Submission

A market research study has been taken from the organization (ICRA) with the end goal of above study. The research data has been gathered all through this method.

→ **14 weeks**

A market research study has been taken from the organization (ICRA) with the end goal of above study. The research data has been gathered all through this method.

© 1998 by S&S

2 Explain research Methodology of your project?

6 Marks

A market research study has been taken from the organization (ICRA) with the end goal of above study. The research data has been gathered all through this method.

3 Why did you choose the statistical methods that are in your project?

6 Marks

Analysis:
The graphical portrayal of all out sales indicates that the complete sales are high in the year 2009-10 and low in the year 2006-07.

4 What motivated and inspired you to carry out this research & project?

6 Marks

Current Situation
As indicated by inquiry question 1, the CEO said the case organization confronted one issue at 2011; the long-term accomplice doesn't give enough products to the case organization, and the clients need more than the organization gets.

5 To what extent do your contributions generalize?

6 Marks

SWOT Analysis
SWOT analysis is one of the notable and common apparatuses to the strategic planning process. "The SWOT analysis is an advantageous apparatus for decision-making and understanding conditions between an organization and its

What is Project Work?



A project may be a temporary (rather than permanent) social system (work system), possibly constituted to study an identified problem within given time constraints.

Learning experience:



- To provide students with the opportunity to synthesize knowledge from various areas of respective specializations.
- Critically and creatively apply it to real life situations.
- To improve or replace (which helps the reader to ascertain the purpose of carrying the project work).

Importance of Project Work

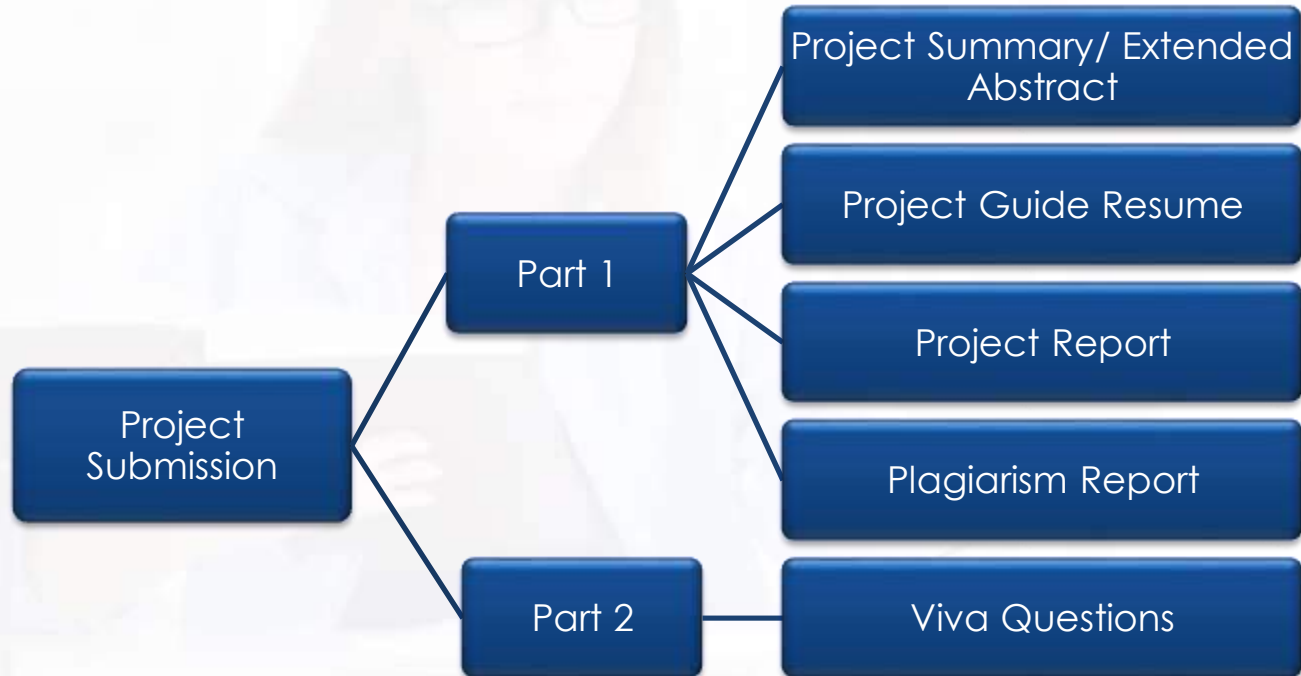
- Practical application of theoretical knowledge.
- Right stage where skills can be transformed to performance.
- Learn detailed operations of a particular industry
- Companies actively look for candidates who have the ability of committing to activities, people, groups, and causes.
- The real-world problems of an organization or its competitors could be a world away from each other and could be totally different from what is being taught in the classroom. Live projects help students to understand the real-world issues and use their skills to solve them.
- Live Projects help you build potential skills required for job by providing the right industry exposure to give you an edge over others.



Project Guidelines

Phases of Project Work

Project work will be divided in three phases:



Research methodology constitutes of:

1. **Research Design:** Descriptive, Conclusive, Causal or Exploratory
2. **Sampling Technique:** Probability or Non-Probability
 - **Probability Techniques** : Simple Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling
 - **Non-Probability Techniques** : Judgmental Sampling, Questionnaire, Quota Sampling, Convenience Sampling, Snowball Sampling
3. **Data Collection:** Tools used for data collection (For example: Questionnaire, Survey, etc.)
4. **Data Preparation:** Classification and Tabulation of data
5. **Data Analysis:** Hypotheses Testing (SPSS; R-software, etc.)

Project Guide Qualification

- Project Guide must be Post Graduate with a minimum of 10 years of work experience
- Students need to upload project guide's resume on the Project Portal.

Role of the Project Guide:

- Guide the student to identify the topic of Project
- Guide the student to finalize the Title of the Project
- Support the student for planning and conducting the research
- Resolve queries of the students
- Issue Certificates to students, certifying Bonafide of project work carried out under his/her supervision, after satisfactory completion of the project

Minutes of Meeting:

- Students will have to connect to their respective guides on a regular basis for support and query resolution.
- Students can add Minutes of Meeting (at least 3 meetings) with their guide in appendices of project report.

Components of Project Report



Viva questions are mandatory for the final project submission.

Viva Questions will include 5 descriptive questions related to your project submitted.

Viva questions will only be accessible after successful uploading of project report.

Project Length Guidelines

The title of the project should not be more than **12 words in length**.

The complete Project Work should be submitted in **15000-30000 words**

The abstract for **500-1000 words**

The total size of the project document should not exceed 2MB. Portable document format (.pdf), Microsoft Word (.doc, .docx)

Project Formatting Guidelines

Figures, graphs, tables, appendices and references should follow the **American Psychological Association (APA) Style guide, 6th edition**. (<https://drive.google.com/file/d/1k7KDrkc dyKbVJw-BWdNStpgCl-zUfnx/view?usp=sharing>)

Mention the **sources** of any images, tables, figures cited or presented

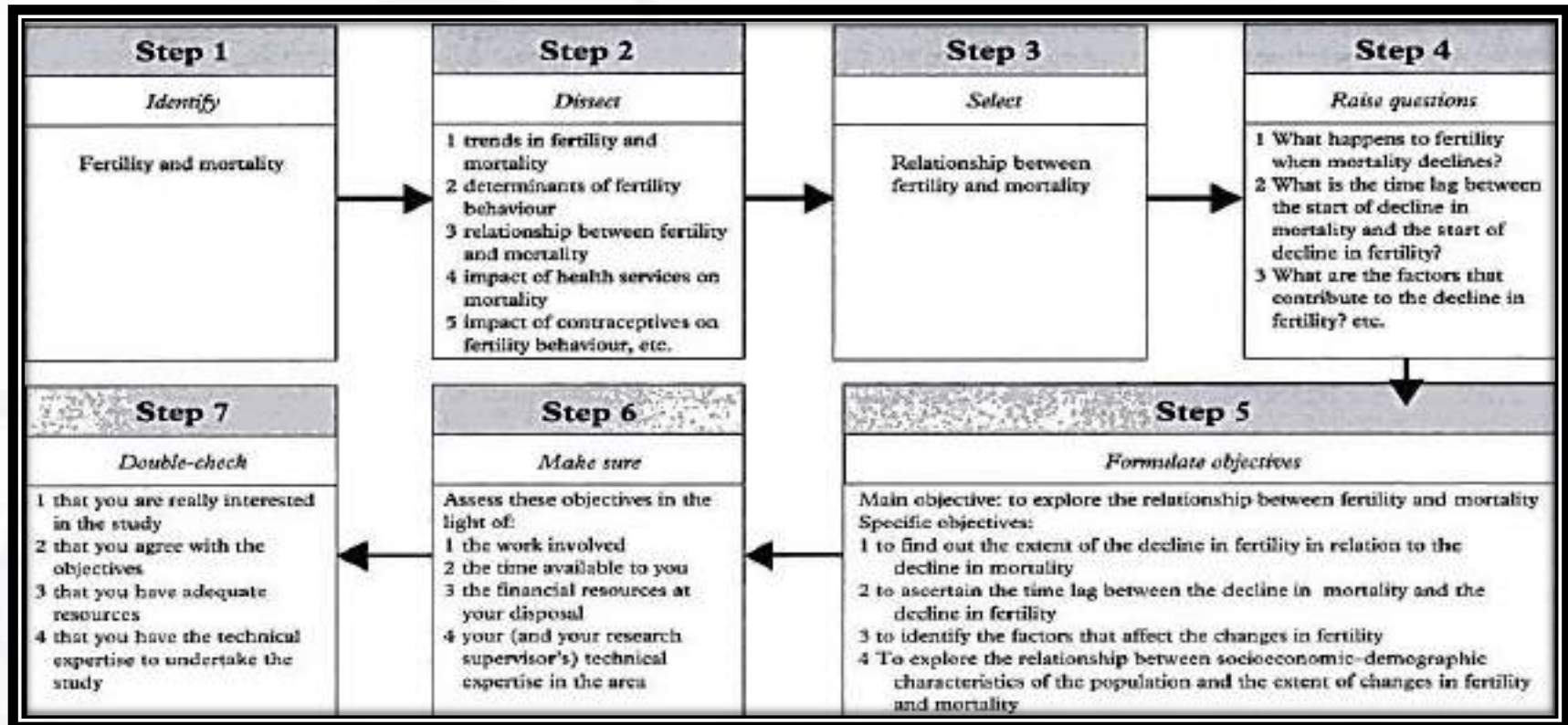
Include a page header known as “running head at the top of every page

Use Font: Times New Roman; Font size: **12**; Double-spaced; 1-inch (2.5cm) margin all around

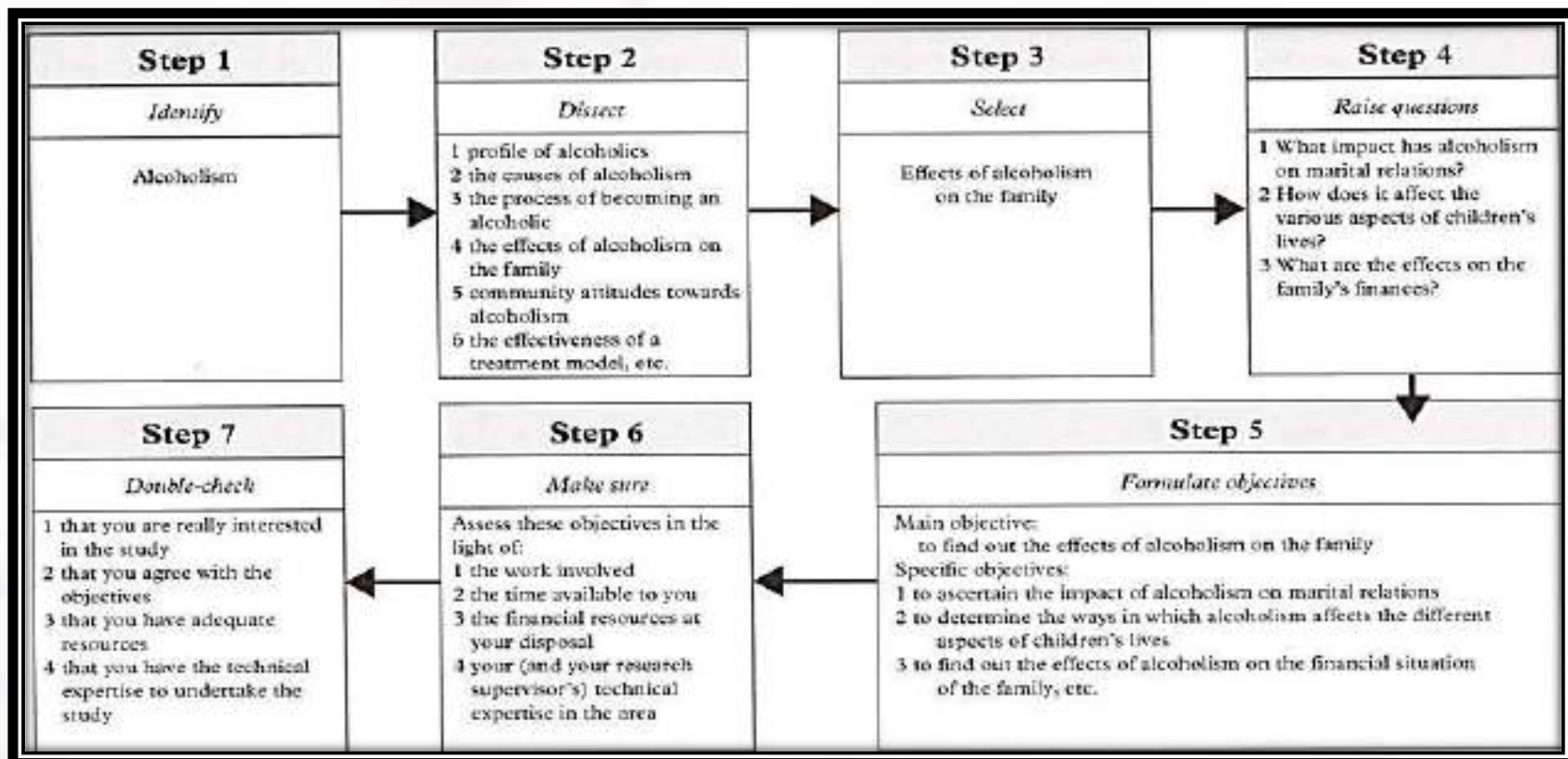
Use American spellings(‘program’ not ‘programme’; ‘center’ and not ‘centre’

Use “z” spellings instead of “s” spellings(recognize, organize, summarize)

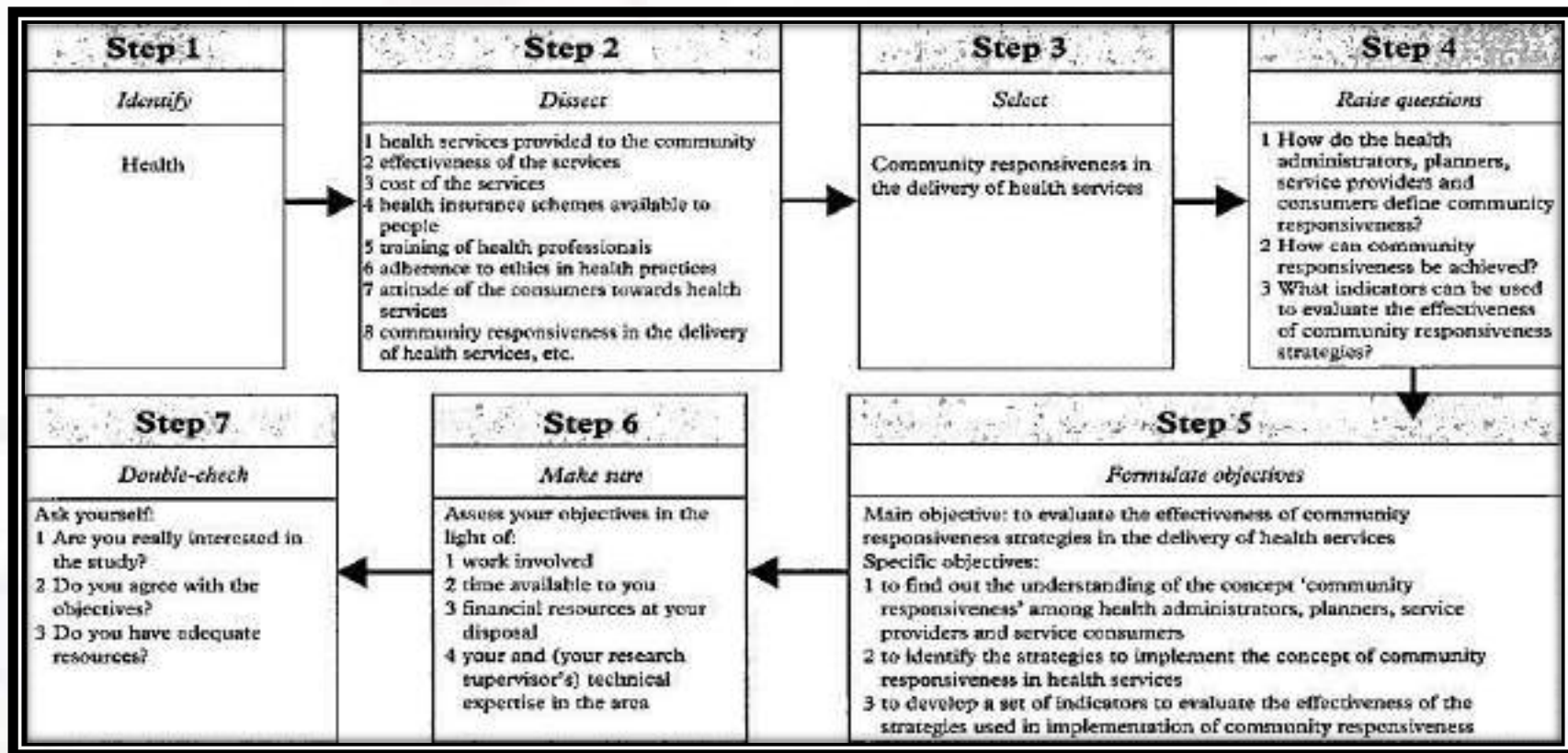
Example 1: Research Process



Example 2: Research Process



Example 3: Research Process



Sustainability of
Entrepreneurial
Orientation

Entrepreneurial
Orientation
Dimensions

Entrepreneurial
process : The
process of
business creation

Evolution of
Entrepreneurial
marketing

Effect of
entrepreneurial
behavior and
potential
entrepreneurs

Influence of
leadership on job
satisfaction

Leadership style,
attitudes &
behaviors

Leadership skills:
Enhancing
experience

Empowering
leadership in
management

Leadership
Competencies

Analysis of mutual fund and portfolio management in mutual fund

Analysis of mutual fund schemes of xyz money

Comparative analysis between investment in equity and mutual fund

Comparative analysis of select stocks listed on both BSE & NSE

Comparative study on mutual funds

Study on Indian derivative market

Effect of capital structure on the profitability of selected companies

Effect of working capital on profitability of xyz industry

A study on working capital management

Study on inventory management & budgetary control system of xyz industry



Employee Engagement



Performance Appraisal



Employee Motivation



Stress Management



**Impact of Employee
Satisfaction on
Organizational effectiveness**

Phases of Project Work



Exploring the Trend
of Nearshore
Outsourcing



Commercializing a
Microfinance
Institution to
Maximize Profit



Surrogate Boycotts
for Multinational
Corporations: the
effects on
organizations



Competitiveness
Through Strategic
Alliances



Inter-firm
Collaboration for
Innovations



Insurance for Cyber Risk Management



Study on Risk and Insurance in Credit Market



Insurance Underwriting System and Process



Profitability and Efficiency in Insurance Industry



Product Liability in Insurance Market

- The importance and development of data center efficiency trends

Effective method of reducing network traffic using social network

Railway hospital system using SMS gateway communication

Employee profile management system

Online passport registration system

Citizen interaction of elected person SMS – based e-Governance services

Inspection and cost management heavy construction using m-commerce system

Remote file search using SMS

Online management and monitoring system for training institute

Enhanced maintenance architecture in e-commerce server

•Strategic
Marketing

Relationship
Marketing

Consumer
Behavior

Green
Marketing

Ambush
Marketing

Sales
Promotion

Sales Force
Management

Sales
Performance

Automated
Sales System

Virtual Sales
Personnel

- A study on modern trends in project management

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Process improvement techniques – An overview

A study on just in time production

Deterministic and stochastic inventory models: An overview

The use of material and supply chain management

- Emerging issues and challenges in retail supply chain

Integrated retail management

Price imaging in retail management

Retail internationalization process

Determinants of international retail involvement

Retail divestment activity

•Importance of interior design in hospitality industry: A case study of fine dining restaurants in Delhi/Mumbai

Impact of religion on the hospitality industry: An overview

A study on the increasing use of convenience food in catering industry

Causes of customer satisfaction in restaurants: A case study of selected restaurant in Delhi/Mumbai

Exceeding expectations of the guests: A case study of a five-star Hotel

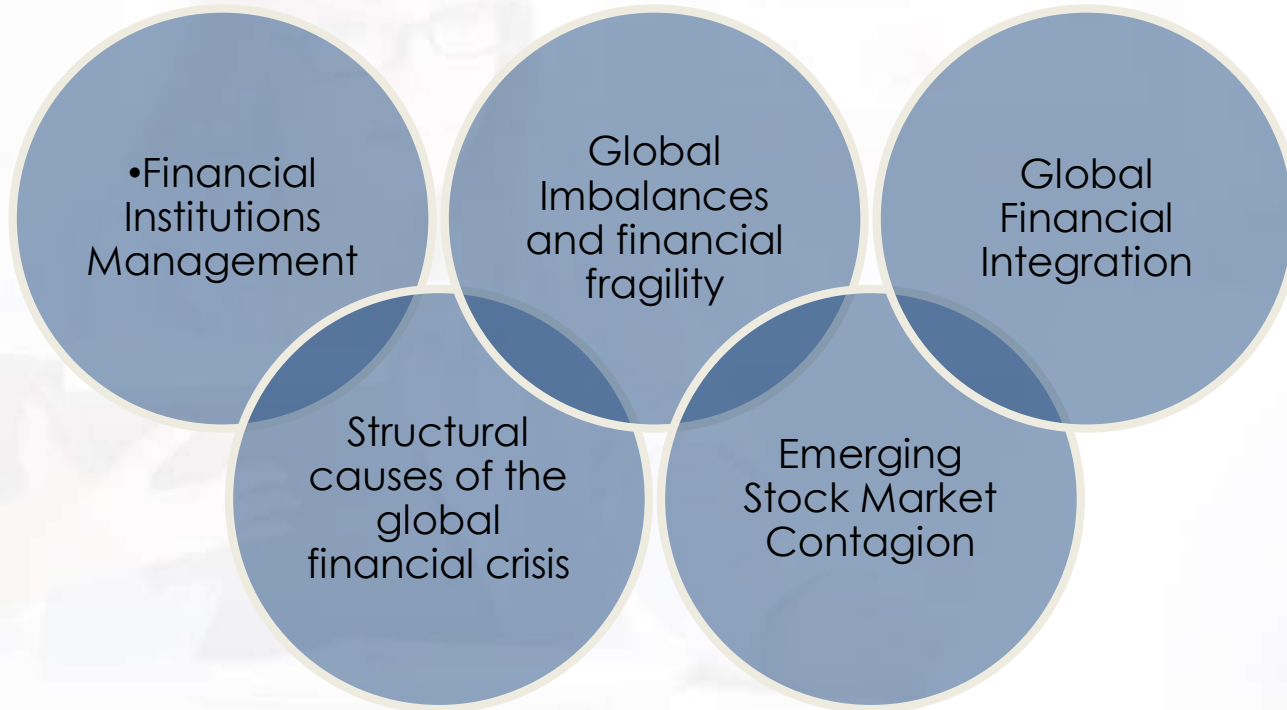
•Approaches of improving preventative care measures - An overview

Relationship between patient care and ability to pay: A comparative study of government and private hospitals in Delhi

Medical talent acquisition and retention: Case study of Max Healthcare

A study on digital information security in Healthcare Act

A study on benefits and problems with hospital ratings



•Virtual Banking

Impact of
digitalization on
banking technology

Intellectual Capital
and Value Creation

Competition and
regulatory reforms in
Banks

Risk Management in
Banks

•Role of
Transportation System
in Tourism Industry

Impact of Religion in
Tourism Industry

Impact of Ecotourism
on economic
development of local
communities

Cultural Tourism &
Sustainable
Development

Global terrorism and
its impact on imaging
tourist destinations

- Study on implications of the shale gas boom for U.S Energy Policy, environmental safety, and natural gas markets

Optimization of Petroleum Distribution System

Refinery Management

Examine the effects of recent increases in fuel prices and depletion of oil and gas reserves

How do large oil and gas companies satisfy their environmental responsibilities

