

Project Synopsis and Project Report Guidelines

Master of Business Administration (MBA) Program



**Directorate of Distance Education
SIKKIM MANIPAL UNIVERSITY
(SMU)**

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1. Introduction

The course titled “Project” has 4 credits. The purpose of including project in MBA Programme is to provide you an opportunity to investigate a management problem in a scientific manner. It enables you to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report. You are encouraged to involve themselves completely in the project work starting from project synopsis in the 3rd semester and the project report in the 4th (Final) semester. The topic selected for the project should be appropriate to justify MBA project. The project should be genuine and your original work, and should not be copied from anywhere else.

2. Project

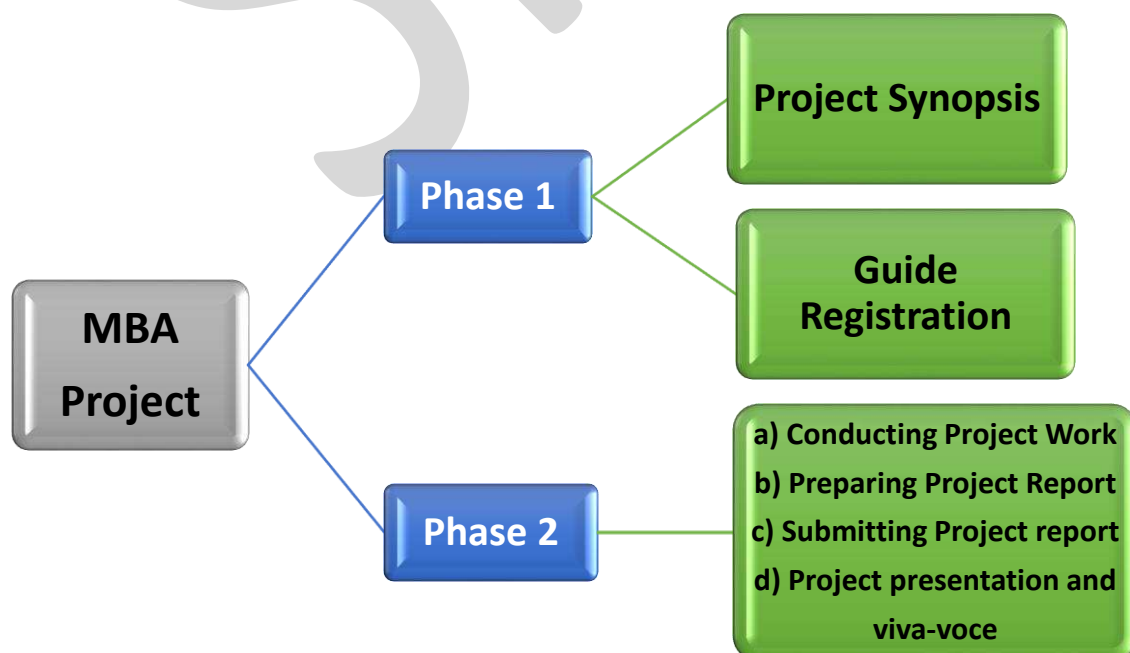
Project consists of two phases.

Phase 1: Project Synopsis and Guide Registration

Phase 2: Project Work. This includes

- a) Conducting Project work
- b) Preparing Project Report
- c) Project Report submission
- d) Project presentation and viva-voce

Please use the terms “Project Synopsis” and ‘Project Report’ appropriately.



2.1 Phase I: Project Synopsis and Guide Registration

2.1.1 Project Synopsis Submission for Approval

You need to submit the project synopsis for approval through EduNxt™ portal. The project synopsis should be prepared in consultation with the Guide. The guide should approve the project synopsis.

2.1.2 Content of Project Synopsis

The project synopsis needs to be prepared keeping in mind the following points.

- a) Title of the project – Maximum 20 words (Refer Section: 2.2.1.1)
- b) Introduction and Objectives of the Study - Maximum 200 words (Refer Section: 2.2.1.2 & 2.2.1.3)
- c) Problem Statement (including Literature Review) – Maximum 500 words (Refer Section: 2.2.1.4)
- d) Research Methodology and References – Maximum 500 words (Refer Section: 2.2.1.5)

2.1.3 Instructions for Submitting the Project Synopsis

1. Submission of project synopsis is an online process. Project synopsis details and the guide details should be filled in the appropriate sections in the EduNxt™ portal.
2. You can choose a project guide of your choice, who meets the University eligibility criteria. The guide so chosen can be registered with the University by submitting the necessary documents of the guide (Guide Registration Form (Annexure II), MBA/equivalent degree's marks sheets, degree certificate and work experience certificate) along with the project synopsis in the format (provided in EduNxt™ portal), which should be manually signed by both the guide and you.
3. If the project guide is an already approved guide by the University, you may choose “Existing Guide” option. In that case, you must know the guides’ registration number (issued by the University) and contact number of the guide to fill the online form. You can find the list of approved guides on the basis of their specialization and location in the EduNxt™ portal under ‘Approved Guide List’.
4. If the project guide chosen by you is not registered, then ‘New Guide’ option has to be chosen and the details of the guide have to be filled in.
5. While entering the new guide detail, if the guide details provided by you matches with the details of an existing guide in the University database, a message pops up alerting you. In such

case, you need to click 'Back' button to select 'Existing Guide option' to proceed.

6. Only in the case of new guide registration, the evidence for guide qualification and experience certificates along with the Guide Registration Form (Annexure II) are to be uploaded on EduNxt™ portal, for verification by the University.
7. You need to take print of the completed 'Synopsis and Guide Acceptance' document and both - you and the guide should sign the form.
8. Scanned copy of this printed form is to be uploaded for approval by the Project Steering Committee of the University.
9. Incomplete forms without the signatures will not be processed.
10. File formats supported to upload 'Synopsis and Guide Acceptance form' are .doc, .docx and .pdf only.
11. File formats supported to upload 'Guide Registration Form (Annexure II), Guide Qualification and Experience Certificates' are .zip and .rar only.
12. The file size to be uploaded should not exceed 3MB.
13. Multiple submission of project synopsis is not allowed.
14. You need to ensure that you provide a valid e-mail id and mobile number to receive confirmation message on approval/ re-submission.
15. The submitted project synopsis will be processed by the Project Steering Committee.
16. Synopsis that does not adhere to the guidelines will be rejected and has to be re-submitted for approval again.
17. Possible reasons for synopsis rejection could be
 - i. Guide not approved
 - ii. Project synopsis not signed by the guide and/or the student
 - iii. Change suggested in title or any other content of synopsis
 - iv. Additional explanation needed
 - v. Scope of work needs enhancement
 - vi. Guide details not matching with existing record
18. If the project synopsis is rejected due to Guide being rejected, you need to re-submit both the project synopsis and the guide details.
19. You can see the status (Not Submitted / Submitted / In-review / Approved / Rejected / Graded) of the project synopsis in EduNxt™ Login.
20. E-mail intimation will be sent to you on status of the project.

2.1.4 Project Guide

The role of a project guide is highly significant in undertaking project work and producing a quality project report by the students. Project Guide's expertise must lie in the subject domain, counselling, guiding, monitoring and evaluating the work of the student.

Qualification of a Guide

- Guide should hold at least a Post-Graduation degree (MBA) or equivalent in Management with specialization in appropriate area.
- Guide should have a minimum of 2 years of Industry / Teaching experience.
- Guide should have scored at least 60% aggregate marks during Post Graduate Management program.
- MCA and /or M Tech qualified candidates are eligible to guide students of MBA-IS specialization students.

Role of a Guide

- Guide is expected to offer suggestions to fine tune the problem identified for the project and in synopsis preparation. The problem identified should be sufficient enough for a study at MBA level.
- Guide has to monitor and review the project work periodically with a minimum of two reviews during the course of the project.
- Guide has to go through the draft project report and offer suggestions wherever necessary. and confirm that the project report is submitted as per the prescribed format.

Project Guide Approval from the University

- For Guide Registration, scanned copy of the Guide's credentials like MBA mark sheets, degree certificate and work experience certificate and Guide Registration Form (Annexure II) need to be submitted to the University along with the project synopsis.
- A guide can provide his/her details and credentials when approached by a prospective project student who is expected to submit the same to the University.
- A guide is eligible to guide the student only on approval by the Project Steering Committee of the University.

2.1.5 Project Steering Committee

Project Steering Committee is set up at the University, to directly monitor and track the projects. The functions of this committee include:

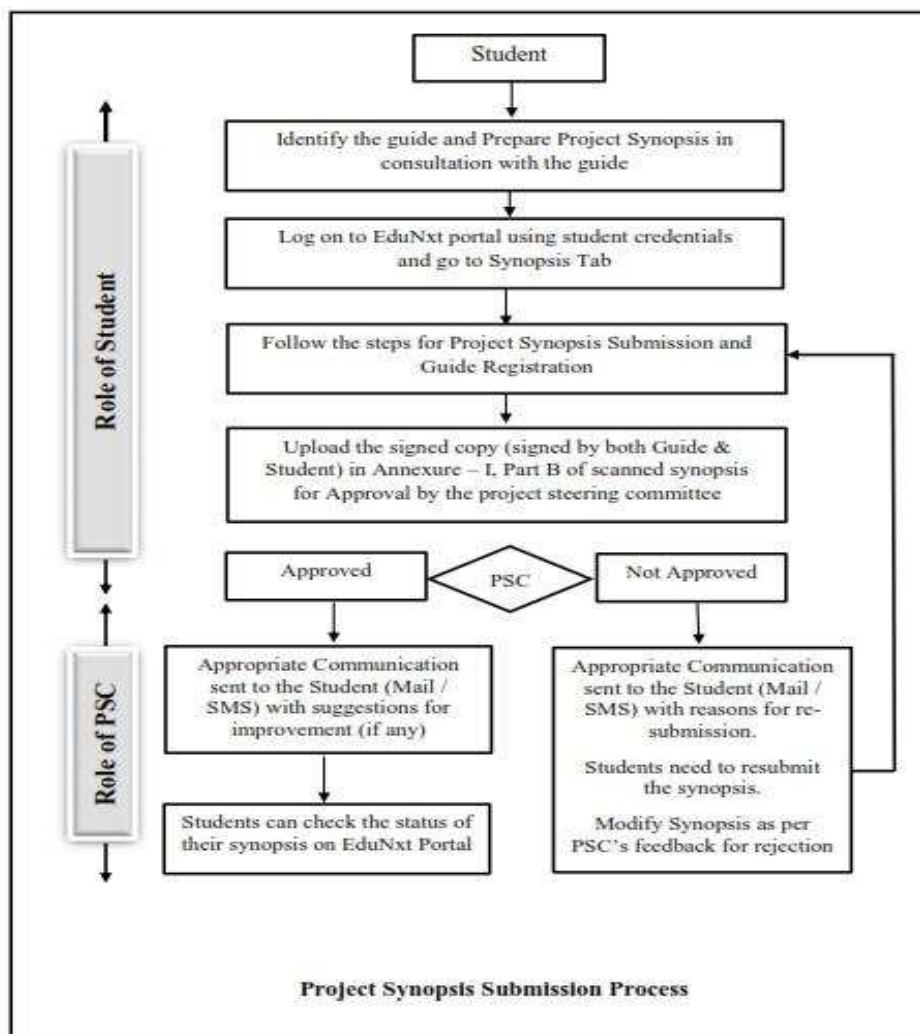
- Coordination and tracking of all project related activities
- Evaluating the project synopsis submitted by the student and conveying the result of the same to the student through E-mail and EduNxt™ portal
- Providing suggestions for improvement
- Grading approved synopsis for award of IA marks

All correspondence regarding projects should be addressed to projects.mba@smudde.edu.in. Please mention your Registration Number in all communications.

2.1.6 Project Synopsis process

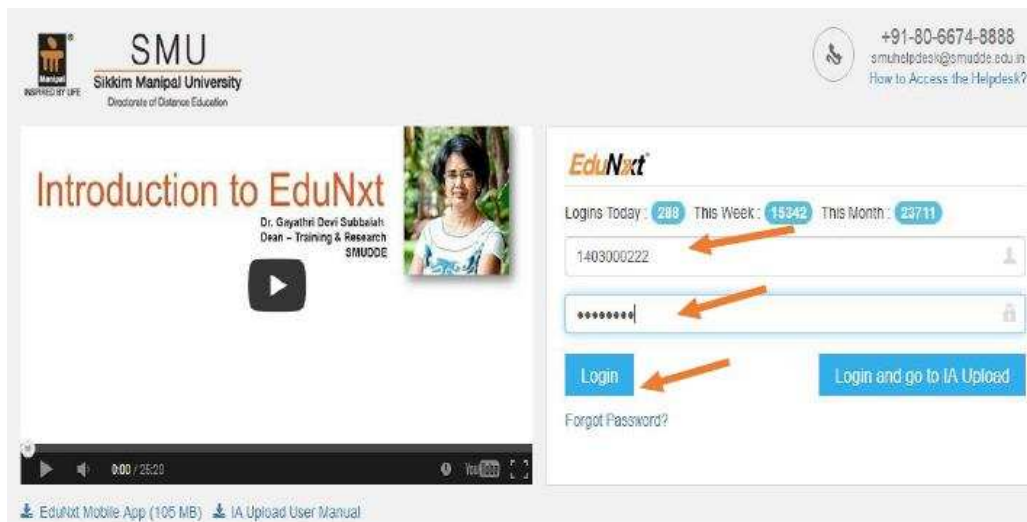
The process is depicted in the flowchart below.

A sample synopsis titled “A Study on Employees’ Job Satisfaction in Bangalore Division of Vasant Moto Corp” has been included in this document (refer page no. 36) for your reference.



2.1.7 Steps for Project Synopsis Submission and Guide Registration

Step 1: Open EduNxt™ portal (URL: <http://edunxt.smude.edu.in>) and login using your user-id and password.



Step 2: Click on 'Project Synopsis'



Step 3: The following screen will appear

Project Synopsis Submission Details

Introduction Project Details Guide Details Upload Synopsis

Guidelines for Online submission of 'Project Synopsis and Guide Acceptance' Form:

Please read the below instructions carefully before proceeding further:

1. This is an online process. Enter the Project Synopsis and the Guide details in the appropriate section.
2. You can get registered a Project Guide of your choice who meets the University criteria.
3. Project Guides must get registered with the University. This is a common process. For details refer the Project Guidelines.
4. If your Project Guide is already approved (Please Existing Guide options) then you need to know his Guide Registration number (issued by the University) and Conflict number to fill the online form.
5. If your Project Guide is not registered then (Please 'New Guide' option and proceed to fill his details).
6. After entering the New Guide details, an entry will pop up if the Guide details provided by you match with the details of an Existing Guide in the University Database. In such case you need to click 'This is' button to select 'Existing Guide option' to proceed.
7. Only in the case of New Guide Registration, the Guide Qualification and Experience Details are to be updated for verification by the University.
8. Complete the online 'Synopsis and Guide Acceptance' Form in all respects.
9. Take print of the completed 'Synopsis and Guide Acceptance'. Both Student and Guide should sign the form.
10. Incomplete form and entries without the signatures will not be processed.
11. Incomplete copy of this Printed form is to be uploaded for approval by the University Project Steering Committee.
12. New Synopsis submitted in original 'Synopsis and Guide Acceptance' form are also, they will get only.
13. New Synopsis submitted in original Guide Qualification and Experience Certificates are accepted only.
14. The original file size should not exceed 1MB.
15. Project Synopsis once submitted cannot be withdrawn.
16. Multiple submission of Project Synopsis is not allowed.
17. Ensure that you provide a valid e-mail id and contact number to receive the confirmation message on approval/rejection.
18. All submitted Project Synopsis will be processed by the Project Steering Committee.
19. Approval will be accorded for synopsis which follow the Project Guidelines.
20. Synopsis which do not adhere to the guidelines has to be resubmitted for approval again.
21. Possible reasons for Synopsis rejection could be:
 - a. Guide Not Approved
 - b. Project Synopsis not signed by Guide/Student
 - c. Guide Details not matching the pending request
 - d. Change in Title
 - e. Additional Explanation needed
 - f. Scope of work needs to be refocused
 - g. Any Other reason
22. If your Project Synopsis is rejected, you need to resubmit both the Project Synopsis and Guide details.
23. You can see the status Once Submitted / Submitted to Examine Approvals / Approved of your Project Synopsis in your EdoNxt Login.
24. For any information visit for view to both the Student and the Guide.

☐ I have read the instructions mentioned above

Confirm & Continue

Powered by EdoNxt

- (i) Read the Guidelines carefully before filling the online form.
- (ii) Select the checkbox ("I have read the instructions mentioned above") and click on **"Confirm and Continue"** button.

Step 4: The following screen will appear:

In the above screen:

1. Your details will appear (like name, roll number, name of the program, etc)
2. Enter the Title of the project
3. Enter Introduction and Objectives of the Study
4. Enter Problem Statement (including Literature Review)
5. Enter Research Methodology and References. On entering all the details, click on “Next”

The screenshot shows a web form titled "Project Synopsis Submission Details". At the top, there is a progress bar with four steps: "Instructions", "Project Details" (which is highlighted in green), "Guide Details", and "Upload Synopsis". Below the progress bar, the form is divided into two main sections. The first section, "Personal Details", contains seven input fields: "Name", "Roll Number", "Name of program", "Session", "Year", "Semester", and "Specialisation". The second section, "Enter Project Synopsis Details", contains four text areas: "Title of the project" (with a "Max 30 Words" limit), "Introduction and Objectives of the study" (with a "Max 200 Words" limit), "Problem Statement (including Literature Review)" (with a "Max 500 Words" limit), and "Methodology and References" (with a "Max 500 Words" limit). At the bottom of the form, there are two buttons: "Back" and "Next". A red arrow points to the "Next" button.

Project Synopsis Submission Details

Instructions > **Project Details** > Guide Details > Upload Synopsis

Personal Details

Name

Roll Number

Name of program

Session

Year

Semester

Specialisation

Enter Project Synopsis Details

Title of the project *
Max 30 Words

Introduction and Objectives of the study *
Max 200 Words

Problem Statement (including Literature Review) *
Max 500 Words

Methodology and References *
Max 500 Words

Step 5: In the next screen you will have to enter the Guide details:

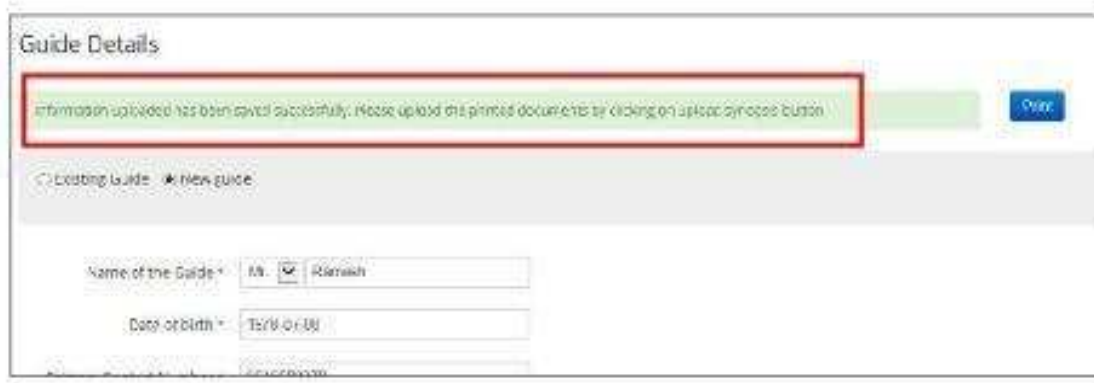
A) **If you are selecting a new guide**, then select “**New Guide**” and fill the Guide details and Click on ‘**Save**’.

B) **If you are selecting the registered guide**, then select “**Existing Guide**” and then mention the “Guide Registration Number” and “Mobile Phone Number” and Click on “Validate Guide Number”. The guide details will appear on the screen. Click on “**Save**” button.

The screen will appear as shown below:

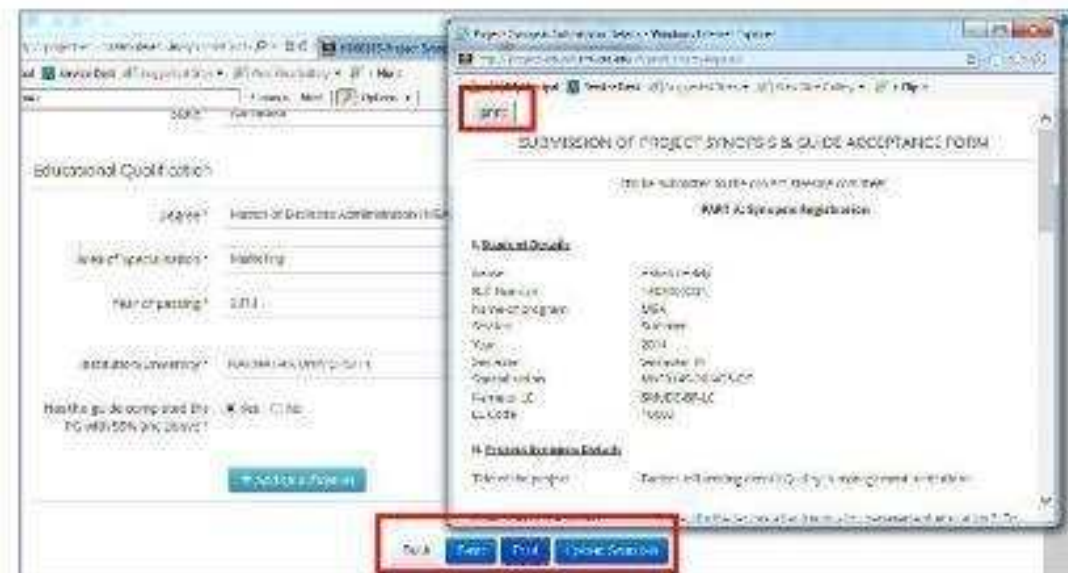
The screenshot shows a web application interface for adding guide details. The top navigation bar includes 'Introduction', 'Project Details', 'Guide Details' (active), and 'Upload Synopsis'. The 'Guide Details' section features two radio buttons: 'Existing Guide' (selected and circled in red) and 'New Guide'. Below these are input fields for 'Name of the Guide', 'Date of Birth', 'Primary Contact Number', 'Secondary Contact number', 'Primary Email', 'Secondary Email', 'Total Experience', 'Country', and 'State'. The 'Educational Qualification' section includes dropdowns for 'Degree', 'Area of Specialization', and 'Year of passing', a text field for 'Institution/University', and a checkbox for 'Has the guide completed the PG with 75% or above?'. A blue 'Add Qualification' button is below this section. At the bottom right, there are 'Back' and 'Save' buttons, with a red arrow pointing to the 'Save' button.

Step 6: Once you click on “Save”, a message will be displayed as shown below:



The screenshot shows a web form titled "Guide Details". A green message box at the top states: "Information uploaded has been saved successfully. Please upload the printed documents by clicking on a print synopsis button". To the right of the message is a blue "Print" button. Below the message, there are radio buttons for "Existing Guide" and "New Guide". Further down, there are input fields for "Name of the Guide" (containing "MBA"), "Date of Birth" (containing "20/08/08"), and "Date of Submission" (containing "20/08/2008").

Step 7: Next, Click on “Print” Button. A new screen which displays the synopsis will appear.

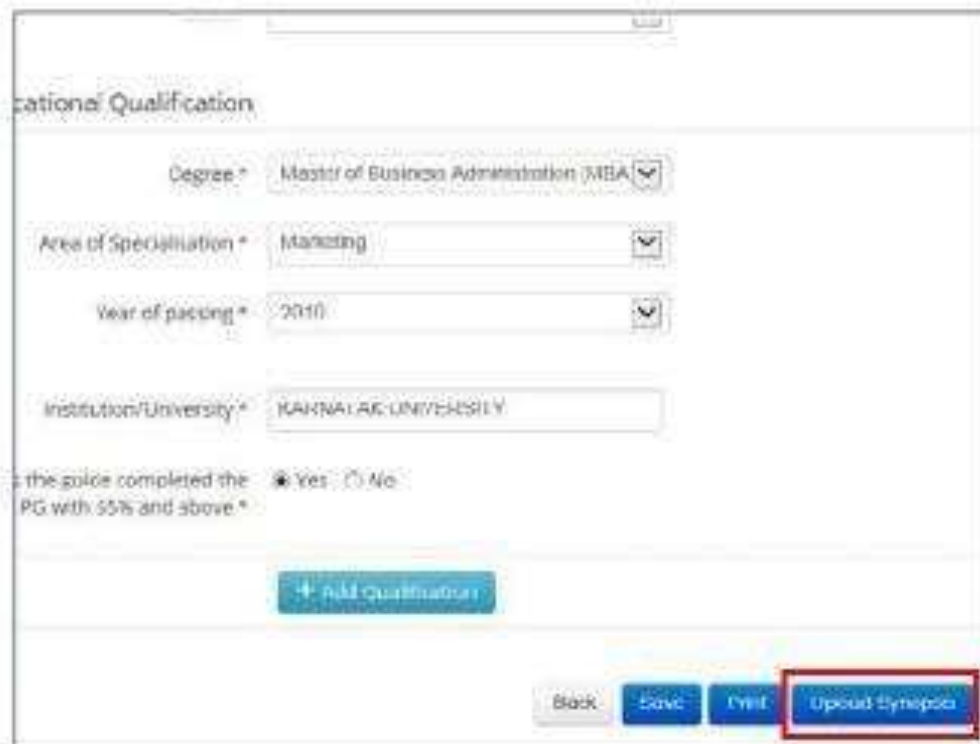


The screenshot shows a web form titled "SUBMISSION OF PROJECT SYNOPSIS & GUIDE ACCEPTANCE FORM". It is divided into two main sections: "I. Student Details" and "II. Project Synopsis Details". The "I. Student Details" section includes fields for Name, Roll Number, Name of Program, Section, Year, Semester, Control System, and Project ID. The "II. Project Synopsis Details" section includes fields for Title of the project and a large text area for the synopsis. At the bottom of the form, there are four buttons: "Print", "Save", "Print & Save", and "Print & Save & Sign".

Step 8: Next:

- (a) **Take print out** of the synopsis by clicking “**Print**” button
- (b) **Take signature** of your guide on the synopsis form in the space provided.
- (c) **Sign** on the space provided (for student)
- (d) **Scan** this printed and signed synopsis form

Step 9: Click on “Upload Synopsis”



The screenshot shows a web form titled "Educational Qualification". It contains several input fields: "Degree *" with a dropdown menu showing "Master of Business Administration (MBA)", "Area of Specialisation *" with a dropdown menu showing "Marketing", "Year of passing *" with a dropdown menu showing "2010", and "Institution/University *" with a text box containing "MAHARAJA UNIVERSITY". Below these fields is a question: "Has the guide completed the PG with 55% and above *" with radio buttons for "Yes" (selected) and "No". At the bottom of the form is a blue button labeled "+ Add Qualification". At the very bottom of the page are four buttons: "Back", "Save", "Print", and "Upload Synopsis". The "Upload Synopsis" button is highlighted with a red rectangular box.

Step 10: The following screen will appear:



The screenshot shows a web browser window displaying the "Project Synopsis Submission Details" page. The page has a navigation bar with four steps: "Instructions", "Project Details", "Guide Details", and "Upload Synopsis". The "Upload Synopsis" step is highlighted in green. Below the navigation bar, there is a section titled "Upload Synopsis" with a light blue background. It contains the instruction: "Upload the printed synopsis only when both student and Guide has signed the printed synopsis form". Below this instruction is a text box for "Synopsis & Guide Acceptance Form *" with a "Browse..." button highlighted by a red box. Below the text box is the instruction: "Upload only Doc, Docs, jpeg, jpg, pdf, hqx & size should be less than 3MB". Below this is another text box for "Upload supporting documents: GUIDES QUALIFICATIONS AND EXPERIENCE CERTIFICATES + ..." with a "Browse..." button highlighted by a red box. Below the text box is the instruction: "Upload only jpg, rar & file size should be less than 3MB". At the bottom of the page are two buttons: "Back" and "Submit".

- (a) Upload the synopsis form (which was printed, signed and scanned) by clicking the first 'Browse' button
- (b) Next, if the guide is new guide, upload the scanned copy of 'Guide Qualification and Experience Certificates' along with Guide Registration Form (Annexure II) in .zip folder by clicking the second 'Browse' button as shown in the above screenshot.
- (c) Next, Click on the "Submit" button as shown below.

Step 11: Once the submit button is clicked, you will get a message stating that the synopsis is successfully submitted for approval.

Step 12:

- (i) Once submitted, Project Steering Committee will review your Guide's details. Synopsis will be reviewed only after guide is approved.
- (ii) If your synopsis is accepted by Project Steering Committee, you will get the approval mail and you can start your project work.

Step 13: If your synopsis is rejected by Project Steering Committee, you will be requested to re-submit your synopsis again. Click on "re-submit project synopsis" to re-submit.

2.1.8 Dos & Don'ts for preparing project synopsis

I) Dos

- Use SMART (Specific, Measurable, Achievable, Realistic, Timely) project objectives
- Select an appropriate topic and title related to your specialization
- Your objectives should relate to the topic chosen

II) Don'ts

- Don't use past tense except under literature review
- Do not formulate more than 5 objectives

III) Other points to remember

- Please refer to sample list of project topics on page no 31 to get an idea of areas to work. Ensure that you do not submit plagiarised content for synopsis approval.
- Choose a Guide who has at least 2 years of teaching and/or industrial experience and has a requisite degree in the area of your specialization, and has secured at least 60% aggregate.
- Get your Guide registered by uploading his/her credentials on <http://edunxt.smude.edu.in/>.
- Get your synopsis approved by your Guide and upload the same on the portal. <http://edunxt.smude.edu.in/>.
- Not more than one student is permitted to work on the same project. If the title is almost identical, the content of the project must be different.
- You should start the project work only after receiving the approval of Synopsis and Guide from the University. Any enquiries regarding projects can be sent to projects.mba@smude.edu.in (please mark subject as MBA Project Request for.....).

IV) Some Reasons for Rejection of Project Synopsis

- Student declaration and guide acceptance form has not been signed by the student and the guide respectively.
- Technical issues preventing the University from downloading the synopsis document you have attached.
- Inappropriate project title and/or objectives and/ or problem statement and/or research methodology.
- Plagiarised content in project synopsis.
- Submitted project synopsis does not pertain to the specialisation you have chosen.
- Synopsis is not uploaded in the format prescribed by the University (Refer Annexure I and II given at the end of this document).
- Research methodology does not specify how you will find solutions to your problem statement and the objectives of the study.
- Pasting the images of the guide and student signatures in the student declaration and guide acceptance form.
- Guide does not have requisite degree and minimum 2 years of work experience.

Please note, that your synopsis will not reach us, if you ‘save’ your documents and forget to ‘submit’. Hence, please ensure that you click ‘submit’ button.

2.1.9 Templates of the Project Synopsis & Guide Registration

- Sample Synopsis Template (Refer page no. 36)
- Submission of Project Synopsis and Guide Acceptance Form (Refer Annexure I, page no. 40).
- Project Guide Registration Form (Refer Annexure II, page no. 43).

2.2 Phase 2: Project Work

As project work is an important part of MBA course curriculum, it has been marked four credits. The following guidelines need to be followed for MBA projects.

- The project must be a live project either done at the place of work or some other organisation.
- The project must be related to the specialisation pursued.
- The title selected should be coherent with the stream of study or specialisation.
- A list of suggested topics is provided at the page no. 29. However, you and your guide have the freedom to identify an appropriate topic.
- The project title should be specific and focussed towards the objectives of the project.
- Project work should be undertaken on the same topic that has been approved by PSC.

2.2.1 Components of Project Report

These guidelines will provide the information for developing a project report. The components of Project Report are:

- Title of the Project
- Introduction of the Study
- Objective(s) of the Study
- Literature Review
- Research Methodology
 - ✓ Research Hypotheses
 - ✓ Research Model
 - ✓ Research Plan
 - ✓ Sampling Plan
 - ✓ Research Procedure
- Data analysis & Interpretation
- Results & Discussions
- Suggestions/Recommendations
- Limitations and Scope of Future Research
- Conclusion
- Bibliography

2.2.1.1 Title of the Project

The primary function of a title is to provide a clear heading for the project. Title of synopsis should focus on the research area and the place or the company name. A good title for a research is typically around 10 to 12 words long. In order to decide on the title, you should first choose a topic. To choose the project topic: Write down the specialisation you have chosen in your MBA programme. For example, Operations Management.

- 1) Next, list some of your favourite topics under this specialisation. You can choose any topic under the eight subject/courses under this specialisation. For example, let us say you have listed

Inventory Management

Quality Management

Supply Chain Management

NOTE: You are required to carry out project in the area of your specialization. For example, if your specialization is Healthcare Services, you are required to carry out your project either in Hospitals/Labs or Healthcare companies. You have freedom to choose topic from HR, Operations, Quality, Finance or any other subject that you have studied in previous semesters. However, irrespective of the areas in which you are interested, project should be relevant to Healthcare domain and should be carried out in Hospitals/Labs or Healthcare companies. If your project is outside your specialization, your project is liable to be rejected. Hence, we urge you to choose topic from your area of MBA specialization to avoid rejection.

- 2) Among the above, choose one topic that you think you can conduct research on. Let us say you finalise “Inventory Management”.
- 3) The topic “Inventory Management” is broad in scope because it leaves certain questions unanswered like-what exactly will you research in this topic and where you will conduct/undertake the research? For example, are you interested in finding whether a certain manufacturing organisation has an efficient inventory management system in place?
- 4) Next, read a few research papers and books to find the kind of research that has been

conducted in your area of interest and note down the gaps in the research conducted or future research suggested in this area. For example, you may read on “Inventory Management techniques followed by e-tailing Companies” in other parts of the world and find that such a study has not been conducted in India. So you may decide to conduct a study on “Inventory Management techniques followed by e -tailing companies in India”. Other topics that you may shortlist could be “Inventory Control System at Toyota Ltd., Sriperumbudur”, or “Effective inventory control techniques for manufacturing automobiles”. These project topics tell us exactly what type of project you wish to undertake. Please ensure that the topic you have chosen has not already been worked on. You will be able to know this through Literature Review.

- 5) Finalise the project topic by finding which of the projects is the most doable. Ask yourself these questions: Can you complete the project within the time stipulated by us? Where will you conduct the research? What sort of data will you need for the project? Can you find the data to complete the project? Do you have the necessary tools for analysing the data? For example, you might feel that topic “Effective inventory control techniques for manufacturing automobiles” is the most doable as you have some contacts in some automobile manufacturing companies. You may feel that you can gather the information on the inventory practices the companies follow. You may think of collecting data on the inventory controls that the manufacturers of automobiles use-how they categorise it, how much do they spend on storing them, etc. To analyse the data, you may use software tools like Microsoft excel or SPSS. Once all of these questions are answered, you may finalize on a project title.

Tips to write a good project title

Tip 1: Avoid using subject names: The title for a project in marketing cannot be simply ‘Marketing Management’. Such titles are considered as broad and vague. It should be a study in the field of marketing in a specific company or place or product.

Examples of vague titles:

- Customer Relationship Management
- Marketing Management

- Rural Marketing

Examples of acceptable titles:

- A study on the functioning of the customer relations department in XYZ Company
- A study on the influence of social media marketing on the perception of consumers of jams/soaps/apparel/tea.

Tip 2: Don't choose an interrogative title: The title should not be in a question form. It should be a simple statement.

Example of incorrect title:

What is the cash flow analysis of XYZ Company with respect to ABC Company?

Example of a correct title

Comparative study of cash flow analysis between XYZ Company and ABC Company

Tip 3: Don't use negative in titles: The title should not contain a negative statement about any product, brand, company or entity.

Examples of incorrect title:

Why don't consumers like products of XYZ Company?

Reasons for consumers not liking products of XYZ Company.

Example of a correct title:

Consumer preferences towards the XYZ Company/product

2.2.1.2 Introduction

Introduction in the synopsis can include the following:

- A. A brief overview of the topic, mentioning, why you wish to undertake this project. You may also include a brief literature review. You can explain the current situation in which the issues/gaps/practices/alternatives exist i.e. the problem statement.
- B. Problem in one or two sentences by stating the main focus area of your study.
- C. Need/purpose of the study i.e. why are you conducting this study?
- D. Importance/perceived benefits of researching the problem and the scope of your study.

2.2.1.3 Objectives of the Study

The next step is to list down the objectives of your study, which you wish to fulfil. SLM on Research Methodology, MB0050 mentions that, the problem statement has to be broken down into tasks or objectives that need to be met in order to answer the research question. It also mentions, “This section makes active use of verbs such as ‘to find out’, ‘to determine’, ‘to establish’, and ‘to measure’ so as to spell out the objectives of the study. In certain cases, the main objectives of the study might need to be broken down into sub-objectives which clearly state the tasks to be accomplished.”

Tips to write good project objectives

Tip 1: Project objectives should be SMART-Specific, Measurable, Achievable, Realistic and Timely. It should focus on what you intend to do in the project. Objectives are usually headed by infinitive verbs such as:

- ✓ To identify
- ✓ To establish
- ✓ To describe
- ✓ To determine
- ✓ To estimate
- ✓ To develop
- ✓ To compare
- ✓ To analyse
- ✓ To collect

Let's say the project title is, “A study on the influence of social media marketing on perception of consumers”.

Example of incorrect objectives:

- Management - It enables the enterprise to provide correct strategy on social marketing
- Is more interested in total turnover because of social marketing
- Consumers are willing to incorporate more of social marketing

Example of correct objectives:

- To analyse the influence of social media on buying behaviour of consumers
- To identify brands that have effectively used social media to attract consumer perceptions

- To study the social media usage pattern among various age groups
- To measure the effect of social media on the consumer perceptions and attitudes towards brand.

Tip 2: It is ideal to list between 3-5 objectives.

2.2.1.4 Literature Review

A literature review is an account of what has been published on a topic by accredited scholars and researchers. a literature review surveys scholarly articles, books and other sources (e.g. dissertations, conference proceedings) relevant to a particular issue, area of research, or theory, providing a description, summary, and critical evaluation of each work. The purpose is to offer an overview of significant literature published on a topic.

Literature reviews should comprise the following elements:

- An overview of the subject, issue or theory under consideration, along with the objectives of the literature review
- Division of works under review into categories (e.g. those in support of a particular position, those against, and those offering alternative theses entirely)
- Explanation of how each work is similar to and how it varies from the others
- Conclusions as to which pieces are best considered in their argument, are most convincing of their opinions, and make the greatest contribution to the understanding and development of their area of research

2.2.1.5 Research Methodology

It refers to the procedures used in making systematic observations or otherwise obtaining data, evidence, or information as part of a research project or study. In the research methodology section of project, you need to describe how you will proceed to research the problem stated and achieve the objectives formulated. It includes research hypothesis, research model, research design, sampling design and research procedure.

- 1) **Research Hypothesis:** It is the assumption for your project work. A research hypothesis is the statement created by researchers when they speculate upon the outcome of a research or experiment.
- 2) **Research Model:** When selecting the research method, it is usually advisable to consider whether you can base your work on an earlier theoretical model. Sometimes

a model, even a preliminary one, can help your work decisively, and in such a case it will also affect the logical process of analysis. It is a diagrammatic representation of the variables selected in the research to study.

- 3) **Research Plan:** It includes research design and data collection methods. Consider the objectives of the study and decide which type of research design you will use i.e. Exploratory, Descriptive or Causal. Next, decide what type of data you will need, to realise every objective of your study. Mention if you will collect primary and/or secondary data, and if it is qualitative or quantitative in nature. Mention, how you will collect the data (the sources of data). For example, primary data for a study may be collected through observations and questionnaire. If you are using secondary data, mention if the sources are external or internal and their type. Ex: Industry reports or annual report of the company.
- 4) **Sample Plan:** It includes sampling design, sample location, sampling frame, sampling unit and sample size. When you collect any sort of data, especially quantitative data, whether observational, through surveys or from secondary data, you need to decide which data to collect and from whom. This is called the sample. A sample is a subset of the population being studied. It represents the larger population and is used to draw inferences about that population.
 - A. **Population:** Population is a complete set of elements (persons or objects) that possess some common characteristics defined by the sampling criteria established by the researcher. For example, if a study is about “Quality of education among professionals in XYZ Company”, the population of this study will be those employees of XYZ Company having professional qualification.
 - B. **Sampling Frame:** “Sampling frame comprises all the elements of a population with proper identification that is available to us for selection at any stage of sampling”. For example, in the above case, sampling frame will be all the employees having professional qualification in XYZ Company.
 - C. **Sampling Unit:** Every single unit or object inside the sampling frame is regarded as sampling unit. For example, each employee of sampling frame will be a sampling unit.
 - D. **Sample Size:** A sample size is a component of population which is cautiously selected to signify the population. The most commonly used approach for determining the size of sample is the confidence interval approach covered under inferential statistics.

E. **Sampling Design:** It is a method of selecting a suitable sample for the purpose of determining the characteristics of the whole population. There are two types of sampling design Non-probability Sampling Techniques and Probability Sampling Techniques. There are various sub techniques under each. You may choose the method that best suits your project. For example, in the above case, convenience sampling can be used to select the sample.

5) **Research Procedure:** It includes the detailed procedure of your research work conducted along with the time frame of research. It also includes the statistical techniques which are expected to be used for the purpose of data analysis. For example, chi-square test, t-test, z-test, Factor Analysis, Multiple Regression Analysis etc.

2.2.1.6 Data Analysis & Interpretation: Use various charts /diagrams /Statistical tools for analysis of data collected through Primary/Secondary sources of Information.

2.2.1.7 Results & Discussion: You should discuss the results obtained after interpreting the data analysis, comparing with the existing literature.

2.2.1.8 Suggestions/Recommendations: On the basis of findings and results of the research work, suggestions/recommendations can be drawn.

2.2.1.9 Limitations and Scope of Future Research: You must mention the problems faced by you during conduct of research work. There is always a room for improvement, hence, you must also mention the scope of research, which can be conducted in future with respect to the current research.

2.2.2.10 Conclusion: This is the overall summary of the report.

2.2.2.11 Bibliography: You may follow APA style to cite references. It includes the list of all those sources you looked at i.e., all those books, articles, websites, and so on, you cited in your text and also the ones you consulted, but didn't actually cite in your text.

2.3 Executive Summary

The executive summary should be of 500 words and besides being a part of the project report, a copy of the executive summary should also be submitted separately. It should be typed with 1.5 line spacing, font style-Times New Roman and font size-12. The following are the components of the summary.

- Title
- Objectives of the Study
- Research Methodology

- Major findings / outcome of the study
- Suggestions

2.4 Project Evaluation

Evaluation Pattern for the project is based on Synopsis (30%) towards Internal Assessment (IA), Project report, presentation and viva voce (70%) towards Term End Examination- (TEE).

2.5 Project Viva Voce / Presentation

The Soft copy of the final project report, executive summary and the power point presentation should be uploaded on EduNxt™ within the timeline stipulated by the University (usually during the month when Term End Examination will be conducted). You will receive communication from Office of Student Evaluation (Also known as COE's office) to this effect. Hard copy of the final project report and the executive summary should be brought to the venue at the time of Viva-Voce. Viva-Voce will be conducted as per the schedule given by the Office of Additional Registrar – Student Evaluation. You should demonstrate or make a power point presentation of the project to the University- approved examiners. The project work terminates with the viva voce / presentation.

2.6 Title Pages of the Project Report

1. Cover page and Title page (Refer Annexure III)
2. Acknowledgement
3. Bonafide certificate (Refer Annexure IV)
4. Declaration by the student (Refer Annexure V)
5. Executive Summary
6. List of Tables
7. List of Figures
8. List of Symbols and Abbreviations
9. Table of Contents (Refer to section 2.2.1)

Annexure, if any

- **Acknowledgement**

Acknowledgment is the regards given to the people and organisation who have helped you towards completing the project undertaken.

- **List of Tables**

- By the word 'Table', means tabulated numerical data in the body of the project report as well as in the appendices (if any). All other non-verbal materials used in the body of the project work and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures.
- The same name should be given for the tables as they exactly appear in the text.

List of Tables

Table No.	Title	Page
1	Frequency table exhibiting the investors degree of risk aversion	
2		

- **List of Figures**

The same name should be given for the figures as they exactly appear in the text.

List of Figures

Figure No.	Title	Page
1	Pie chart exhibiting mode of trading of investors	
2		

- **List of Symbols and Abbreviations**

1.5 line spacing should be adopted for typing the matter under this head. Standard symbols, abbreviations etc. should be used.

List of Symbols

Table No.	Symbol	Nomenclature and Meaning
1	Σ	
2		

List of Abbreviations

Sl. No.	Abbreviated Name	Full	Page No.
1	CRM	Customer Relationship Management	
2			

- **Table of contents:**

It is the list of all the contents of the report. A specimen is shown below.

TABLE OF CONTENTS

Chapter No.	Title	Page No.
1	Introduction	
	1.1 Detail	1
	1.2 Detail	5
	1.3 Detail	10
2	Literature review	
	2.1 Detail	14
	2.2 Detail	21

- **Chapters**

The main text will be divided into several chapters and each chapter can be further divided into several divisions and sub-divisions.

- ✓ Each chapter should be given a relevant title.
- ✓ Tables and figures in a chapter should be placed in the position with respect to the reference where they are cited.
- ✓ The same name should be given for the table as they exactly appear in the text above the table. The caption of the table must be present above the table. 1.5 line spacing should be adopted for typing the matter under this head.

Table 1 <Caption of the table>

Field 1	Field 2	Field 3	Field 4	Field 5	Field 6

- ✓ The same name should be given for the figure as they exactly appear in the text below the figure. The caption of the figure must be present below the figure. 1.5 line spacing should be adopted for typing the matter under this head.

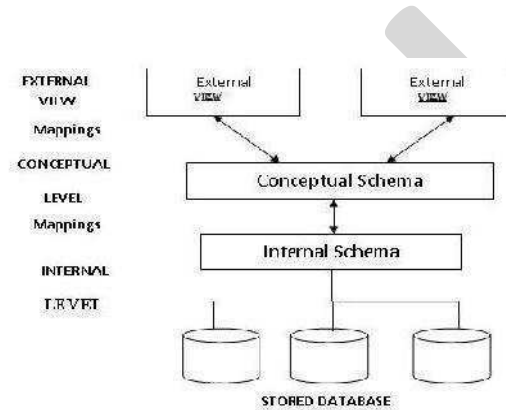


Figure 1: < Caption of the Figure>

- ✓ Headers and Footers should be used sparingly. The title of the project must be on the left side of the header and chapter name must be on the right side of the headers. Page numbers are to be placed on the right side of the footer. They should be typed single space and placed directly underneath in the very same page, which refers to the material they annotate.
- Questionnaire/Balance sheets/Reports used in the study may be included as Annexure.
- **Instructions**
 - ✓ The text in the printed copies must be in black colour.
 - ✓ 1.5 line spacing should be used for typing the general text. The general text shall be typed in the font style - Times New Roman and font size - 12. Font 14 may be used for titles.

2.7 Sample List of Project Topics

Given below are suggested project topics for MBA, which may only be used as a reference, and not replicated.

Sl. No.	Project Topics
PROJECT TOPICS RELATED TO HUMAN RESOURCE MANAGEMENT	
1.	A study of Performance Appraisal / Performance Management System in XYZ organisation
2.	Assessment of Role Stress amongst the Employees of XYZ organisation
3.	Job Satisfaction Survey w.r.t. to XYZ organisation.
4.	Competency Mapping in XYZ organisation
5.	A Study on Evaluation of Training Effectiveness in XYZ organisation
6.	Study of Organisational Culture at XYZ organisation
7.	Motivational Analysis of Employees in XYZ organisation
8.	A Comparative Study of Team Effectives in XYZ organisation
9.	A study of Compensation Management System in XYZ organisation
10.	A Detailed Study of Promotion and Reward Policy of XYZ organisation
11.	A Study of Quality of Work Life in XYZ organisation
12.	Mapping Training Needs of Employees: Training Need Analysis at XYZ organisation
PROJECT TOPICS RELATED TO MARKETING	
13.	Formulation of Marketing Strategies to Improve Market Share of LG Microwave Ovens
14.	Improving the Effectiveness and Efficiency of Operations at Cox & Kings India Ltd.
15.	Demand Forecasting for Orion-ERP Package for ICICI InfoTech in Bangalore, based on Small & Medium Enterprises
16.	Developing a Service Delivery Model to Bridge the Gap between Services Expected & Provided by ICICI Home Loans
17.	Strategies for Increasing the Occupancy Rate of Taj West End Hotel, Bangalore
18.	A Market Feasibility Study for New X-ray Machines from Wipro – GE Medical Systems
19.	Distribution Mapping & Dealer Satisfaction Survey for Nokia Mobile Phones at XYZ city
20.	A Study of Marketing Strategies & Distribution Channels in North Karnataka for Cholamandalam Investment & Finance Company Ltd.
21.	A Study to Improve Awareness level of Triraksha Welfare Scheme among Farmers for Tractors & Farm Equipment Ltd.

22.	A Study to Increase Penetration Level and Brand Loyalty among existing Consumers of Samsung India Electronics Ltd.
PROJECT TOPICS RELATED TO FINANCE	
23.	The Study of Indian Financial System: Post Liberalisation
24.	The Impact of Global Recession on Information Technology Sector in India
25.	The Impact of the Recent (as relevant) Global Economic Slump on the Indian Capital Market
26.	A Comparative Study of Bancassurance Products in Rural/Private/Public Sector Banks
27.	A Comparative Study of Equity Linked Savings Schemes floated by Domestic Mutual Fund Players
28.	A Comparative Study of Cost of Capital in Automobile/Steel/Pharma/Finance Industry
29.	A Comparative Study of Financial Performance of Rural/Private/Public Sector Banks using Ratio Analysis
30.	A Study of Profitability and Operational Efficiency of Public Sector Banks
31.	A Study of Profitability and Operational Efficiency of Rural/Private/Public Sector Banks in India
32.	A Study of Working Capital Management in Small Scale Industries
33.	The Scope of Microfinance in the Indian Context – A Study
34.	Financial Inclusion: A Study on the Scope and Effect in the Indian Economy
35.	A Study on Rural Banking in City/State
36.	Dematerialisation – A Study on its Scope and Effect in Industry/Sector
37.	The Future of Investment Banks in the post – Lehman Brothers Era
PROJECT TOPICS RELATED TO INFORMATION SYSTEMS	
38.	Role of software agents as a collaborative tool – E-commerce in Rural/Private/Public Sector
39.	Hospital Management System – Database Approach, Mangala Hospital, Hassan
40.	A Study on the Effects of Automation of Banking Database in Rural/Private/Public Sector/any particular Bank
41.	Automation of Customer Relation Database - An SAP Product
42.	A Study on Electronic Data Storage w.r.t Steel Factory, Mumbai
43.	A Webpage Design using JAVA – Google Page
PROJECT TOPICS RELATED TO HEALTHCARE SERVICES	
44.	A Study on the Identification of High Risk Groups w.r.t. those Spinal Disorders/Diabetes/Heart Attacks or any other lifestyle condition

45.	A Study on the Wellness Practices in a Target Group w.r.t. MNCs Employees, School Children and Older Adults
46.	A Study on the Identification of Causes of Delays in In-patient Discharges with a view to Avoid Delays and Increase Patient Satisfaction
47.	A Comparative Study on Patient Satisfaction in Executive Suites, VIP Suites, Out-patient Department, General Ward and Laboratory Services
48.	A Study on Patient Satisfaction in XYZ department in a Multi- specialty Hospital. Example: Health Screening Dept., In-house Pharmacy, Outpatient Services, Billing
49.	A Study on the Identification of Causes of Delays in Patient Transfer in XYZ Hospital (Internal/External) with an intent to Decrease Waiting Time and Increase Patient Satisfaction
50.	A Comparative Study on Waiting Time in Various Hospital Departments of XYZ Hospital with a view to Decrease Waiting Time (Outpatient Dept., Billing, etc.)
51.	A Study on Job Satisfaction of Nurses/Paramedic Staff in ICU/Operation Theatre/Wards, etc., with an intent to Improve Job Satisfaction
52.	A Study of Sickness Absenteeism Among Various Groups of Hospital Employees (Nurses, Housekeeping Staff, Ward Boys, CSSD employees, Doctors, etc.). (A comparative study of the same may also be done)
53.	A Study on Work Safety for Employees in the Radiology Department/ Waste Disposal Department/Lab/Housekeeping with a view to Improve Work Safety. (A comparative study may also be undertaken between the departments)
54.	A Study on Waste Disposal Management in XYZ Hospital with an intent to Ensure Safe Disposal
55.	A Study on Hospital Acquired Infections and Prevention in Rural/Urban/MNC Hospitals
56.	A Study on the Efficiency of CSSD (or any other department of a multi-specialty hospital)
57.	A Cost Analysis Study in General Ward (or any other department) of a Hospital to Develop User Charges
58.	A Comparative Study on Cost Analysis of the Various Departments in XYZ Hospital with a view of Cost-cutting
59.	A Study on Formulation of Marketing Strategies to Promote a Healthcare Service (e.g., 'Women Wellness Check-up' Promotions)

60.	A Study on Involvement of Doctors/Nurses/Paramedics in Rural Healthcare of UP/Tamil Nadu/Bihar with an intent to Improve Involvement
61.	A Study on Medical Representatives' Triumphs and Trials with an intent to Improve Liaison of Medical Reps and Doctors
62.	A Comparative Study of In-house Pharmacy and Retail Pharmacy in region of Karnataka/Bihar/UP
63.	A Study on the Identification of the Causes of Delays in Cashless Hospitalisation with an intent to Reduce Time Lags
PROJECT TOPICS RELATED TO PROJECT MANAGEMENT	
64.	A study on the effectiveness of Project Management in Mining in XYZ region
65.	A Study on Importance of Human Resource Management in Construction projects w.r.t XYZ Organization
66.	A study on Controlling Risks in Construction Projects of XYZ Company
67.	Project cost estimation for software projects w.r.t XYZ Organization
68.	A Study on Software Project Management Practices with Special Reference to Embedded Systems in XYZ Organization
69.	A study on Quality Management/Assurance for Software Projects w.r.t XYZ Organization
70.	A Study on Effect of Project Risk on Project Performance w.r.t XYZ Organization
71.	A Study on Validity of Feasibility Studies in Infrastructure Projects w.r.t XYZ Organization
72.	Comparative Study of Project Management Software – MS project and Primavera w.r.t XYZ Organization
73.	A Study on Risk Factors Involved in Outsourcing IT Projects w.r.t XYZ Organization
74.	Role of Earned Value Analysis in Project Management w.r.t XYZ Organization
75.	Risk Analysis and Management in IT Projects w.r.t XYZ Organization
PROJECT TOPICS RELATED TO INTERNATIONAL BUSINESS MANAGEMENT	
76.	A Study on Market entry Strategies and Programmes for a particular sector/Company/ Product
77.	A Study on Cross Cultural Issues and Managing Cross Border Teams wrt XYZ Industry
78.	A Study on Strategies adopted by MNCs to cope with Indian brands
79.	A Study on Impact of FDI on any particular sector
80.	A Study on Multinational Mergers and Acquisitions w.r.t XYZ Industry
81.	A Study on HR policies – Global and Local w.r.t any MNC/Sectors
82.	A Study on Transfer Pricing- Issues and Government Policies w.r.t XYZ Industry
83.	A Study on Impact of HRM Practices on Operational Performance in MNCs
84.	A Study on Changes in Banking Industry after Incorporation of Foreign Exchange Management Act (FEMA)

PROJECTS TOPICS RELATED TO TOTAL QUALITY MANAGEMENT	
85.	A Study on Implementation of 5 'S' in Manufacturing Companies in a city/ town/state
86.	Quality Management in Software Industry inRegion – A Study
87.	Process Capability Study in BPO Companies of.....Sector
88.	A Study on Continuous Improvement Process in XYZ Company
89.	A Study on Effectiveness of Six Sigma Projects w.r.t XYZ Company
90.	Application of Quality Control tools – A Study w.r.t XYZ Company
91.	Cost Reduction through Quality Approach – A Study w.r.t XYZ Company
92.	A Study on Just In Time in XYZ Company
93.	Total Productive Maintenance in Manufacturing Companies of Public/Private Sector – A Study
94.	Measuring the Customer Satisfaction through TQM Approach – A Study
95.	Quality Management in Healthcare sector w.r.t Hospitals/Pharma– A Study
96.	A Study on Statistical Process Control in XYZ Company
97.	A Study on Application of QFD in Service Industries w.r.t Hospitals/Pharma
98.	Impact of Application of Failure Mode and Effects Analysis (FMEA) in Manufacturing Industries in XYZ city
99.	A study on quality management in XYZ bank
100.	A study on TQM implementation in XYZ hospital
101.	A Study on TQM Implementation in Service Industries w.r.t Hospitals/Pharma
102.	Measuring Quality in Service Sectors w.r.t Hospitals/Hotels
103.	Statistical Process Control and its application on.....Sector
104.	A Study on Effectiveness of TQM Implementation in XYZ industry
105.	Improving Quality in Small and Medium Scale Industries of.....Sector
PROJECT TOPICS RELATED TO RETAIL OPERATIONS MANAGEMENT	
106.	A study on Indian Organized Retail Sector w.r.t any region
107.	Measuring the Effectiveness of Promotional Schemes in Retail Stores in.....Sector
108.	Study of Retail Store Operations in a region/Sector
109.	Emerging Retail Formats and Strategies w.r.t XYZ sector
110.	A Study on Role of FDI in Indian Retail Sector
111.	A study on Retail Consumer Behaviour-Personal, Social and Cultural w.r.t XYZ product
112.	A study on Loyalty Programmes in Organized Retail Sector w.r.t XYZ product
113.	A Study on Changing Consumer Preferences towards Organized Retailing from Unorganized Retailing w.r.t XYZ product
114.	A Study on Strategies for Promoting Retailers Brand w.r.t XYZ product

115.	An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail w.r.t XYZ product
116.	Measuring the Effectiveness of Display System in Retail Industry w.r.t XYZ product
117.	Retail Outlet Mapping of Retail Stores and Shopping Malls inregion
118.	A Study on Private Labels Vs. National Brands w.r.t XYZ product
119.	A Study On Effective Supply Chain Practices in Organized Retail Sector w.r.t XYZ product
120.	Impact of Retail IT Application on Effective Store Operations w.r.t XYZ product
121.	Best HR Practices in Organized Retail Sector w.r.t XYZ industry
122.	A Study On Customer Relationship Management Practices in Retail Store inregion
123.	A Study on Effective Retail Project Management w.r.t XYZ company
124.	Analysis of Training Needs Assessment of Retail Sales Executives w.r.t XYZ product
125.	A Study on Pricing Strategies followed by Successful Retailers w.r.t XYZ product
126.	An Analysis of Visual Merchandising and Space Planning in a mall in.....region
127.	A Study on Significance of CRM in Retail Sector inregion
128.	A Study of Automotive Retail Management Structure in XYZ organization
PROJECT TOPICS RELATED TO OPERATIONS MANAGEMENT	
129.	A Study on Flexible Manufacturing Systems in production w.r.t XYZ company
130.	A Study on ERP Selection Process in SMEs in.....region
131.	A Study on Production and Inventory Control in.....manufacturing company
132.	A Study on the Role Of Internet in Supply Chains Management of XYZ company
133.	Analysis and Design of Service Operations using Waiting Lines in XYZ company
134.	A Study on Computer Aided Management in XYZ company
135.	Ethical Issues in Operations Management – A Study wrt XYZ company/Industry
136.	Application of Quantitative Analysis in managerial decision making in operations problems w.r.t XYZ industry
137.	A Study on Value Analysis to effectively control costs in XYZ company
138.	A Study on Role of Artificial Intelligence in Manufacturing wrt ...region
139.	A Study on Aggregate Planning and Master Production Schedule in XYZ company
PROJECT TOPICS RELATED TO BANKING MANAGEMENT	
140.	Analysis of SARFAESI Act on NPAs on Private/Public Banks
141.	A Study on Mergers and Acquisitions in Private/Public Banks
142.	A Study on Securitisation in Private/Public Banks
143.	A Study of Management of NPAs in SBI Bank (any bank) – strategies for Recovery

144.	A Study on Risk Management in Private/Public Banks
145.	A Study on Credit Services of Private/Public Banks inregion
146.	A Case Study of Merchant Banking Services by Private/Public Banks
147.	A Study on Financial Performance (analysis) of Banks – by Financial Statement Analysis like Ratio Analysis, Trend Analysis, Balance Sheet Analysis for the last five years
148.	A Study of Investment and Portfolio Management Services in Private/Public Banks
149.	A Case Study of selected Banks in Public and Private Sector Operating in India with reference to Products and Services
150.	A study on Asset – Liability Management using Gap analysis (sophisticated techniques can also be used, provided bank branches are using the same)
151.	Study of Retail Banking products and services – Customer satisfaction at branch a) Study of retail liability products such as deposits b) Study of Retail asset products such as loans, overdrafts in branches
152.	A Study of Working capital Management in Indian Private/Public Banks
153.	A Study on Impact of Technology on Private/Public Banks in.....region
154.	An Appraisal of Institutional Banking Services in SME sector
155.	A Study on Credit Risk Management Practices inBank
156.	Ratio Analysis (comparative study) of SBI & ICICI bank (any two banks)
157.	Performance of EXIM bank w.r.t XYZ products/services in.....region
158.	A Study on Forfaiting and Factoring Services by XYZ Banks
159.	A study on Foreign Exchange Risk Exposure inbanks

2.8 Sample project synopsis/template

SUBMISSION OF PROJECT SYNOPSIS AND GUIDE ACCEPTANCE FORM

(To be submitted to the project steering committee)

PART A: Synopsis Registration

I. Student Details:

Name : XXXXXXXXXXXX
Roll Number : XXXXXXXXXXXX
Name of Program : XXXXXXXXXXXX
Session : XXXXXXXXXXXX
Year : XXXXXXXXXXXX
Semester : XXXXXXXXXXXX
Specialization : XXXXXXXXXXXX

II. Project Synopsis Details

Title of the Project: A study on Employees' Job Satisfaction in Bangalore Division of Vasant Moto Corp.

Introduction and Objectives of the Study:

Job satisfaction refers to one's feeling or state of mind regarding nature of their work. Job can be influenced by variety of factors like quality of one's relationship with their supervisor, quality of physical environment in which they work, degree of fulfilment in their work, etc. Positive attitude towards job is equivalent to job satisfaction whereas negative attitude towards job has been defined variously from time to time. In short, job satisfaction is a person's attitude towards job. Job satisfaction is an attitude which results from balancing many aspects. It is also the summation of many specific likes and dislikes experienced in connection with the job. Their evaluation may rest largely upon one's success or failure in the achievement of personal objective and upon perceived combination of the job and combination towards these ends.

Objectives of the Study

- To identify the factors which influence job satisfaction of the employees in Bangalore division of Vasant Moto Corp.
- To evaluate the working environment and the facilities provided by Bangalore division of Vasant Moto Corp.
- To suggest suitable measures for overall improvement for up-gradation of satisfaction level of every employee of Bangalore division of Vasant Moto Corp.

Problem Statement (including Literature Review):

Job satisfaction is the collection of feeling and beliefs that people have about their current job. People's levels of degrees of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. In addition to having attitudes about their jobs as a whole, people also can have attitudes about various aspects of their jobs such as the kind of work they do, their co-workers, supervisors or subordinates and their pay (George et al., 2008). Nelson and Quick (2009) defined it as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences".

Employees play an important role, and employees' job satisfaction is a very essential one. Hence, there arises a need to study the job satisfaction of employees. The purpose of the study is to explore the current level of employees' job satisfaction and its impact among the employees of Bangalore Division of Vasant Moto Corp.

This topic has been chosen because job satisfaction exercises a potential influence on employee productivity and human relation climate in an organization. The project is aimed at understanding the satisfaction of employees relating to their job-their working condition, their supervisors, their fellow workers their payment and overall organization.

Research Methodology and References:

Research Design:

Descriptive research in the form of cross sectional design, will be adopted.

Sampling Design:

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling will be used for my research work.

Sample Size

Number of the sampling units selected from the population is called the size of the sample. Data will be collected from 100 respondents of the population.

Sampling Area - Bangalore division of Vasant Moto Corp.

Method of data collection:

Primary Data will be collected from employees using measuring instrument in the form of a structured questionnaire, after seeking prior consent from respondents to participate in the study/survey.

Analysis will be done using Percentage calculation, or tools like Microsoft Excel/SPSS (Choose those applicable to your study). Data and results will be presented in the form of graphs and charts.

References:

1. George, J.M. and Jones, G.R. (2008). Understanding and Managing Organizational behavior, Fifth Edition, Pearson/Prentice Hall, New Jersey, p. 7
2. Mack, D. A., Nelson, D. L., & Quick, J. C. (1998). The stress of organisational change: A dynamic process model. Applied psychology, 47(2), 219-232.

III Guide Details:

- Name of Proposed Guide : XXXXXXXXXXXXXXXX
- Guide registration No : XXXXXXXXXXXXXXXX
- Designation : XXXXXXXXXXXXXXXX
- Affiliation : XXXXXXXXXXXXXXXX
- Qualification : XXXXXXXXXXXXXXXX
- Total Experience : XXXXXXXXXXXXXXXX
- Communication Address : XXXXXXXXXXXXXXXX
- Contact No : XXXXXXXXXXXXXXXX
- E-mail ID : XXXXXXXXXXXXXXXX

Name of the PG	Area of Specialization	Year of Passing	Institution/ University
MBA	Human Resource Management	2007	University of Madras

Does the guide have more than two years of experience: Yes

I.Dr./Mr./Mrs./Ms. (**Guide Name**) hereby confirm my willingness to guide Mr./Mrs. (**Student Name**) Roll No. (**Student Roll No.**) for the topic (**Title of the project**) during the Spring/ Summer/ Fall/ Winter session of (year Ex: 2016) period (month/year) to (month/year).

(XXXXXXXXXX)

Date: XX/XX/XXXX

(Signature of the Guide)

Declaration

I hereby declare that this project synopsis is an original work carried by me and has not been/will not be submitted to any other University for fulfilment of any course of study.

(XXXXXXXXXX)

(Signature of the Student)

ANNEXURE I

SUBMISSION OF PROJECT SYNOPSIS AND GUIDE ACCEPTANCE FORM (To be submitted to the Project Steering Committee)

PART A: Synopsis Registration

I. Student Details:

1. Name of the Program :
2. Name of the Student :
3. Roll Number :
4. Session & Year :

II. Project Details

6. Title of the Project : (Not more than 20 words)
7. Introduction and Objectives of the Study : (Not more than 200 words)
8. Problem Statement (including Literature Review) : (Not more than 500 words)
9. Research Methodology and References : (Not more than 500 words)

III. Guide Details:

10.Name of Proposed Guide :

11.Guide Registration No. (If available) :

12.Designation :

13.Affiliation :

14.Qualification :

15.Total Experience :

16.Communication Address :

17.Contact No. :

18.E-mail ID :

PART – B: Guide Acceptance

I, Dr./Mr./Mrs./Ms. _____ working as
_____ with _____ hereby confirm my

willingness to guide Mr./ Ms. _____ Reg No. _____ for
the topic _____ (title of the project)
during the Spring/ Summer/ Fall/ Winter session of _____ (year) period
_____ (month/year) to _____ (month/year).

Place:

Date:

(Signature of the Guide)

(Note: A Guide needs to get registered with the University if he/ she is guiding a SMUDE project for the first time. Guide Registration form can be downloaded from the EduNxt™ portal)

DECLARATION

I hereby declare that this project synopsis is an original work carried by me and has not been/will not be submitted to any other University for fulfilment of any course of study.

Place:

Date:

(Signature of Student)

(*Filled in application forms to be signed by both student and the Guide. Forms must be scanned in either .pdf/.doc format and submitted through the EduNxt™ student's Login. For uploading, please refer section 2.1.7 of this document)

PROJECT GUIDE REGISTRATION FORM
(To be submitted to the Project Steering Committee)

1. Name :

2. Date of Birth :

3. Present Employer :

4. Designation :

5. Contact Details :

i) Residential Address :

ii) Office Address :

iii) All communications to be sent to:

Residential/ Office address (tick any one)

iv) Contact No. :

v) E-mail id :

Affix Your Latest
Photo

10. Education Qualification (start with highest qualification): (Please attach photocopies of degree certificates)

S.No.	Name of the Degree	Specialization	Year of Passing	Institution/ University	Class Obtained

11. Area of Specialization/Interest :

12. Total yrs. of Experience :

(Please attach photocopies of Experience letters)

S.No.	Name of the Organization	Designation	From	To

I hereby declare that the information provided by me is true. I agree with the rules and regulations given by the University.

Signature

FOR OFFICE USE

Following details have been verified

Yes

No

1) Qualification

☐☐

2) Experience

☐☐

3) Approved for Department / Specialization

Signature

(Faculty in-charge)

Signature

(Project Steering Committee)

(Note: Filled in Registration forms must be scanned in either .pdf / .doc format and submitted along with credentials (Scanned Degree Certificates and Experience Certificates) on EduNxt™ portal- <http://edunxt.smude.edu.in>.)

<TITLE OF PROJECT REPORT>

*Project Report Submitted in Partial
fulfilment of the requirement for the
award of Degree of*

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Submitted by

<Student's Name>

Reg No: _____

Under the guidance of

<Guide's Name>

Guide Reg No: _____

**SIKKIM MANIPAL UNIVERSITY (SMU)
DIRECTORATE OF DISTANCE EDUCATION**

<MONTH> & <YEAR>



BONAFIDE CERTIFICATE

Certified that this project report titled “.....” is the bonafide work of “.....<NAME OF THE CANDIDATE(S)>.....” who carried out the project work under my supervision in the partial fulfilment of the requirements for the award of the MBA degree.

SIGNATURE

**Name of the Guide
Guide Registration Number**

DECLARATION BY THE STUDENT

I bearing Reg. No.....
hereby declare that this project report entitled _____(Title)_____ has
been prepared by me towards the partial fulfilment of the requirement for the award of the
Master of Business Administration (MBA) Degree under the guidance of _____

I also declare that this project report is my original work and has not been previously
submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place: _____ (Name (in capitals) and signature of candidate)

Date: _____ Reg. No. _____.