**NSB ACADEMY, BANGALORE**

**MASTER OF BUSINESS ADMINISTRATION**

**3rd Semester Project Work**

1. **Primary Data Research: Marketing, Finance, HR, General Management**

* Introduction of the project
* Statement of the problem
* Research Questions
* Need for the study
* Review of literatures - Minimum 25 Nos
* Research gap
* Tentative Topic
* Research Objectives
* Scope of the Research
* Methodology
* Research Design
* Sampling Plan- Sampling Techniques, Population Size, Sample Size
* Data Collection Details
* Data Collection Instruments
* Plan of Analysis with suggested tools
* Statistical Package

1. **For Secondary Data: Financial Performance, Loans, Inventory, Country`s GDP, and other related data sources:**

* Introduction of the project
* Statement of the problem
* Research Questions
* Need for the study
* Review of literatures - Minimum 25 Nos.
* Research gap
* Tentative Topic
* Research Objectives
* Scope of the Research
* Methodology
* Sources of data
* Period of Coverage
* Type of Analysis and Tools.

**In case Equity, Derivatives, Forex, Research**

* One Company with different Quarters results or
* Different Scripts
* Indices data-Different Country`s Indices
* Period of Coverage.
* Sampling if any
* Statistical Analysis & Statistical Package

1. **For Systematic Literature Review (SLR)**

* Introduction
* Existing Knowledge on the Problem
* Limitations on the Existing Knowledge
* Research Questions
* Methodology
* Domain based review
* Structure review
* Framework based review
* Hybrid review
* Review aiming for theory development
* Theory based review
* Method based review
* Meta analytical review

1. **Bibliometric Analysis**

* **Performance Analysis**
* Publication related Metrics
* Citation related metrics
* Citation-Publication related metrics
* **Science Mapping**
* Citation analysis
* Co-citation analysis
* Bibliometric coupling
* Co-word analysis
* Co-authorship analysis