

# MAJOR PROJECT WORK GUIDELINES

## MASTER OF BUSINESS ADMINISTRATION



# Feb 2010

## ORGANISATION SPECIFIC PROJECTS

### OBJECTIVES

The overall objective of this project work is to enable the students to understand the real problems faced by the organizations and provide feasible solutions to the problems by evaluating the alternatives.

### Indicative structure of the report

Chapter No.	Particulars	No.of Pages (not Exceeding)
	Executive Summary	2
1	Introduction 1.1 Industry Profile 1.2 Company Profile 1.3 Introduction to the topic and justification for choosing the topic 1.4 Need for the study 1.5 Objectives of the study	10
2	2.1 Theoretical aspects of the topic 2.2 Review of Literature	15
3	Research Methodology 3.1 Research Design 3.2 Sampling Design 3.2.1 Population 3.2.2 Sample size 3.2.3 Sampling Technique 3.3 Tools used for analysis 3.4 Limitations	10
4	Analysis & Inference	40
5	Findings	10
6	Recommendations	3
7	Conclusion	2
	References A detailed alphabetical list of all the sources cited in the text as per APA format A. Books B. Journals C. Reports & news papers D. Websites E. Databases	3
	Appendices Detailed data or particulars related to the project not shown elsewhere in the text.	5
		100

## RESEARCH ORIENTED PROJECT

### OBJECTIVES

The overall objective of this project work is to provide the students an opportunity to identify and work on a research problem in their areas of interest. The main focus of this type of research is to enhance the research bent of mind among the students and keep abreast of recent developments in research methodology in management research.

### Indicative structure of the report

Chapter No.	Particulars	No.of Pages (not Exceeding)
	Synopsis of the research undertaken	2
1	Introduction Background of the study and why it is important to study Research problem identification Formulating the research questions Objectives of the study Formulation of hypotheses (if applicable)	15
2	2.1 Theoretical framework 2.2 Review of Literature	15
3	Research Methodology 3.1 Research Design 3.2 Sampling Design 3.2.1 Population 3.2.2 Sample size 3.2.3 Sampling Technique 3.3 Tools used for analysis 3.4 Limitations	10
4	Data Analysis Presentation and analysis of the data using statistical tests	40
5	5.1 Findings of the study Summary of what was found out in relation to each research objectives investigated Suggestion for future research 5.2 Conclusion Implication of the research for practice or policy	10
6	References A detailed alphabetical list of all the sources cited in the text as per APA format F. Books G. Journals H. Reports & news papers I. Websites J. Databases	5
	Appendices Detailed data or particulars related to the project not shown elsewhere in the text.	3
		100

## EVALUATION PATTERN

<b>Evaluation of Project Work</b>			
<b>Sl.No.</b>	<b>Evaluated by</b>	<b>Criteria</b>	<b>Marks</b>
1.	Faculty	<ul style="list-style-type: none"><li>• The promptness in communicating</li><li>• The frequency of contact (either through email/phone/in-person)</li><li>• The depth of discussion had with the faculty</li><li>• The overall involvement of the students in undertaking the research</li></ul>	50
2.	Internal & External Examiners (jointly)	<ul style="list-style-type: none"><li>• Viva-voce Examination<ul style="list-style-type: none"><li>○ Project report evaluation</li><li>○ Viva-voce</li></ul></li></ul>	50
		<b>TOTAL</b>	<b>100</b>

## **GUIDELINES FOR THE PREPARATION OF ORGANISATION SPECIFIC OR RESEARCH PROJECT REPORT**

The project report should be logical and consistent. To achieve this, the students should remember that there should be a central thread of research and all chapters should pave the way for logical reasoning.

### 1. Structure of the report

- \* Preliminaries :
  - i. The Title page
  - ii. Certificate from sponsoring company ( if company specific) / Declaration (for research Project)
  - iii. Bonafide Certificate
  - iv. Acknowledgement
  - v. Table of contents
  - vi. List of tables
  - vii. List of figures
  - viii. List of appendices
  - ix. List of abbreviations used
  - x. Executive summary/ Synopsis
- \* Text :
  - i. Introduction
  - ii. Theoretical framework and Review of Literature
  - iii. Methodology
  - iv. Analysis and inference
  - v. Findings
  - vi. Recommendations
- \* Reference matter :
  - i. Bibliography
  - ii. Appendices

## **2. Format**

- There should be consistency of style in terms of margins, page numbers, paragraphs, bulleted lists, numbered lists, font used in hierarchical headings and so on.
- Specific font size for different font style.
  - Times new Roman (13 for Headings and 12 for the body text)
- Margin – 1.5 inches on all sides
- Double line spacing to be used for the body text and 1.5 for the Table content.
- Use dark colors for text and figures.

## **3. Text**

- The executive summary/synopsis of project should give the overall view of the study undertaken. It should briefly explain the importance, the objectives, methodology and the key findings and recommendations of the study. It should not exceed more than two pages.
- The students should attach the attendance certificate for organization specific projects. The research specific projects should contain the declaration.
- Acknowledgement should not exceed one page and it includes
  - i. Thanks to the Director, guide and other faculty members
  - ii. Gratitude to executives in the organization or other people involved with the project.
  - iii. Appreciation to parents, friends, typist and computer centre etc.
- All headings and subheadings should be properly presented.
- In chapters, main headings and subheadings should be numbered sequentially. Three is normally considered to be the maximum number of subdivisions (e.g 3.5.5). Therefore all chapters should be properly numbered along with chapter title.

- Titles and headings used for tables, graphs and other illustrations should be standardized and numbered sequentially. The first digit should refer to the chapter number and the second digit to the table, / chart number (e.g. 3.5).
- Footnotes should be given at the bottom of the page wherever necessary with pagination.
- All tables should quote below the sources whether primary or secondary.

#### **4. Bibliography**

The bibliography for books, journals, magazines etc should be as follows in the APA format.

##### **Book**

Morales, L. (1987). *The history of Cuba*. New York: Franklin Watts.

Ellington, W., Jr., & Henrickson, E.B. (1995). *The elements of dance* (3rd ed.). New York: Macmillan.

Oregon State University Soil Ecology Center (1982). *A directory of Community Supported Agriculture (CSA) Farms*. Columbus, OH: Natural Resources Institute.

##### **Journal Article**

Bauzá, R.H. (1982). Manitoba nematodes. *Journal of Cool Nematodes*, 10, 252-264.

Gillespie, R.C., & Tupac, R.M. (1976). How confident people dance. *American Dancing*, 225, 82-90.

The lamb business. (1992, September 11). *Willamette Valley Lamb*, 97, 47-48.

##### **Magazine Article**

Pozo, E. R. (2008, November 19). The way she loved me. *Personal Literature*, 290, 1113-1120.

##### **Encyclopedia Article**

Parker, S.A. (1947). Fetal development. In *International encyclopedia of pregnancy* (Vol. 7, pp. 202-207). New York: Aesculapius Publishers.

##### **Newspaper Article**

Amazing women. (1955, January 12). *The Journal News*, pp. D11, D14.

**Electronic Journal Article From a Database**

Tjader, J.W., Coltrane, J.A., & Taylor, A.A. (1995). A history of mockery. *American Psychologist*, 50, 750-765. Retrieved from PsycINFO database.

**Electronic Journal Article (print version)**

Rodriguez, G., Puente, S., & Mayfield, J. (2001). Role of upbringing in family attitudes. [Electronic version]. *Journal of Family Research*, 5, 117-123.

**Website**

Summers, M. (2007) *Cool scenes*. Retrieved August 27, 2007, from <http://coolscenesilove.edu/>

**Reports**

Bank of Montreal, Business Coach Series, *Developing Your Business Plan*, August 5, 2007, pp 25-50

Rasmussen, Inc. *Knowledge Process Outsourcing in Asia*, July 20, 2007, pp 2-25.

**PROFORMA FOR THE PRELIMINARY PAGES**

**[PROJECT TITLE]**

**A PROJECT REPORT**

**Submitted by**

**Name of the student**

**Roll no**

**in partial fulfillment of the requirements of Anna University for the award of  
the degree of  
Master of Business Administration**



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**PSG Institute of Management  
(PSG College of Technology)**

Avinashi Road, Peelamedu, Coimbatore - 641 004.

March 2010

**ATTENDANCE CERTIFICATE**

**(for company specific)**

This is to certify that Mr/Ms. **Name of the Student** has done his/her summer project on **Title of the project** for **Company /name,** from \_\_\_\_\_ to \_\_\_\_\_

Signature of Company Guide with date & seal

**DECLARATION**

**(for Research Project)**

I do hereby declare that the project entitled "**TITLE OF THE PAPER**" submitted to the **PSG Institute of Management, Coimbatore** for award of the Degree of Master Of Business Administration is a record of original and independent research work done by me under the supervision and guidance of **NAME OF THE GUIDE, Faculty, PSG Institute of Management, Coimbatore** and it has not previously formed the basis for award of any Degree, Diploma, Associateship, Fellowship or other similar title to any candidate of this or any other University.

Signature of the Candidate

**Name of the Student**

**Counter signed**

**Faculty Guide**

**CERTIFICATE**

This is to certify that the project work titled

**PROJECT TITLE**

is a bonafide work done by

**NAME OF THE STUDENT**

**ROLL NO**

for the award of degree of

**Master of Business Administration**

-----  
**Dr.R.Nandagopal**  
**Director**

-----  
**Name of the Faculty**  
**Faculty Guide**

Submitted for the Viva-Voce examination held on \_\_\_\_\_

\_\_\_\_\_  
Signature of Internal Examiner  
with date

\_\_\_\_\_  
Signature of External Examiner  
with date