

GUIDELINES
FOR PREPARATION AND PRESENTATION OF
PROJECT REPORT



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
CMR COLLEGE OF ENGINEERING & TECHNOLOGY
Hyderabad

INTRODUCTION

As a student of Master of Business Administration (MBA) you are required to undertake a major individual piece of research work - the Project or Dissertation. In contrast to the other elements of your programme, where you are guided fairly closely, the aim of the Project is to give you the opportunity to learn independently and show that you can identify, define and analyse problems and issues and integrate knowledge in a business context. It is an important part of the programme that tests your ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation. This project handbook has been compiled to clarify the framework of the project and suggest some ways of assuring success.

The only precise rule on what constitutes an acceptable project is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling **within the subject matter of the programme - Management**. The emphasis should be on applied research and the investigation of some practical problem or issue related to the situation in which an organisation or system operates.

Please note that the project must not be treated as just another assignment. The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long and in-depth study. Hence it is not only the product that is important, but also the process itself. Students must therefore ensure that they maintain **regular contact with their supervisor** and also that they provide the supervisor with drafts of their work at regular intervals. Finally, to keep yourself up-to-date and under control as regards your project, it is imperative that you **meet your supervisor regularly**.

DEFINITIONS AND OVERVIEW OF PROJECT

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, you will be required to define an area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. Your project should demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The project is the longest (**24,000 words**) and most original piece of work you will undertake in your post-graduate study. It will occupy, with varying degrees of commitment, a period of one semester.

GUIDELINES AND REQUIREMENTS FOR THE PROJECT

The purpose of the project is to give students the opportunity to carry out an in-depth study of an applied nature, synthesizing various elements, yet pursuing one area of interest in depth. Your project report should make clear what you have attempted and why you have attempted it; the methods that you have used to collect, collate and analyze the information obtained; and how you have evaluated it. Any recommendations made should be supported by the evidence presented and by logical argument using deductive and inductive reasoning. For a Project to be of a high quality it is imperative to avoid detailed description devoid of analytical content. The **assessment criteria for the Project** are shown in the Project Grading Sheet attached as **Appendix B** to this Handbook. You should ensure through the entire period that you work on your project that it meets these requirements.

CHOOSING A TOPIC

Choosing your topic is probably the hardest thing you will do. **The choice of topic is up to you, with guidance from your supervisor, but, he/ she is not there to make the decision for you.** To a large extent, your ideas will be influenced by your situation. If you are in employment you may be able to research into a real life problem or, if you are not employed, you may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with your project supervisors once allocated.

Most Project ideas come from:

- **Personal experience of employment:** this is an obvious starting point for the project because in every organisation there would be some issue that can be researched into. An example of a project originating from this way could be an evaluation of the Training Department of your organisation or an evaluation of the performance appraisal systems used for salesmen in your organisation.
- **Observation of events:** Personal observation of events in the organisation/ environment can serve as a starting point for a project idea. An example of this could be that as an employee

you observe that the employee turnover in your organisation is very high and as your project you could research into the reasons for this and make suitable recommendations.

- **Issues of current interest:** Reviewing key issues of broader relevance may be another useful indicator for a project idea. Specific consideration of the aspects of the effect of a government policy or a phenomenon on the performance of an organisation/segment/system may provide suitable ideas for a Project. You need to take care when dealing with issues such as these. It may be necessary to confine yourself to an aspect of the issue or you could find yourself tackling something that is too big to handle effectively and gives you a very wide project area, which inevitably lacks depth of analysis.

Whatever the source of your project idea, familiarity with the area is imperative for the successful completion of the project.

SCOPE OF THE PROJECT

An acceptable project will normally fall into one of the following categories:

- **Exploratory**- a study that involves carrying out original research in order to meet the organization's continual need for new information for forward decision-making. The main issues may be human, economical, functional etc, but the construction and/or application of some kind of research instrument are the focus of the study. The analysis of the research findings (*e.g.* client's responses to questionnaire about changing product specifications) should take place, resulting in proposals about how to manage relevant aspects of the organisation's future.
- **Explanatory**- a study, which would involve studying relationships between different variables like a cause & effect relationship study.
- **Descriptive**- a study that would need an in-depth portrayal of an accurate profile of events or situations from the business environment.

ORGANISATION OF PROJECT REPORT

Aim:

Aim of multi stage evaluation is to enable students do original work on their own so that they can get the benefit in terms of gaining practical knowledge and possible employment.

Learning Outcome:

After following the three stages mentioned below for doing project work students should be able to:

1. Develop research design for their topic of research.
2. Understand the data requirements and collect data relevant for their research.
3. Analyse data and interpret results.

**13MBA24 : Stage I: RESEARCH METHODOLOGY
(Chapter I of the Main Report) - 50 Marks - Seminar Presentation.**

Students should be advised to do final MBA projects on topics close to the job they prefer to do after MBA. The faculty should guide them and focus on the methodology of doing a project so that the students can understand how to study the problems they come across while working. The following is the suggested check list for doing STAGE I of the project

Topic:

.....

Chapter I

- Brief
- Introduction:
- Review of literature:
- Research Gaps:
- Research Questions:
- Objectives of the study:
- Hypotheses:
- Scope of the study:
- Period of the study:
- Sample:
- Data Collection:
- Primary Data:
- Secondary Data:

**13MBA25 Stage II : STATISTICAL ANALYSIS -50 Marks
(Chapter II of the main report) SEMINAR. Approach:**

Students should collect data for the main project from CMIE Prowess DATABASE or any other source or from the field. Students are expected to use relevant statistical tools using either r Excel, SPSS, MINI TAB, or R and make a Seminar Presentation. This will be the

CHAPTER II : Data Analysis of the main report

13MBA26

Stage III MAIN PROJECT REPORT AND VIVA (Chapter III of the Main Report).

In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

REFERENCES:

Appendix i: Questionnaire (if any).

Appendix II: Definition of concepts, models, formulas used in the report.

NOTE: FACULTY SHOULD ADVISE STUDENTS TO GIVE ONLY REFERENCES TO THE WEBSITES AND JOURNALS AND NOT TO DIRECTLY DOWNLOAD IN THE PROJECT REPORT. MAXIMUM 30% CAN BE DOWNLOADED AND REST SHOULD BE ORIGINAL.

After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the University to give the grade as per the University guidelines

CERTIFICATE OF THE GUIDE

This is to certify that the Project Work titled “ -----” is a bonafide work of Mr./Ms..... Enroll No:..... Carried out in partial fulfilment for the award of degree of MBA :..... (Department) of JNTU University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associate ship of any other University / Institution.

Signature of the Guide

Head of the Department

Students' Declaration

I, Mr./Ms..... hereby declare that the Project Work titled “-----
-----” is the original work done by me and submitted to the JNTU University in partial fulfillment of requirements for the award of Master of Business Administration in.....(Area of specialization) is a record of original work done by me under the supervision of Dr / Mr. Sri.....of (Organization of the guide)

Enroll No:

Date

Signature of the Student

SAMPLE OUTER TITLE PAGE:

Title of Project

PROJECT REPORT

(A Report Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in JNTU University)

Submitted by

Mr./ Ms.....

Enrolment No:.....

MBA:.....



**Jawaharlal Nehru Technological Unviersity
Hydrabad – 500 085**

SAMPLE INNER TITLE PAGE:

Title of Project

PROJECT REPORT

(A Report Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in JNTU University)

Submitted by

Mr./ Ms.....

Enrolment No:.....

MBA:.....

Project Guide Name

Qualifications

Designations



**CMR College of Engineering & Technology
Kandlakoya (v), Medchal
2012-14**

Title Page (example)

Keep it very simple. Do not describe the contents. Have a working title and then decide a final title when you have finished the Project. This is the standard format of the Title Page that every student is expected to use.

Synopsis

This is a summary of about **300 words** (not more than **one side of double-spaced A4**) that describes the topic; explains the aims and methods of the study and gives a brief resume of the main conclusions and recommendations.

Acknowledgements

Here you have the opportunity to thank the various people who have helped in the development of the project. It might include specific individuals who have given information, offered insights, or generally been supportive. Gratitude may be expressed to groups of people, like those who were studied, or fellow students. Try not to be too flippant or too “soppy”!

Table of Contents

The contents page gives the reader the first view of how the project is structured and how the author attempted to develop the topic. It lists sequentially the sections and major subdivisions of the sections; each identified by a heading and located by a page number. The

Table of Contents	
CONTENTS	PAGE NUMBERS
List of Tables	i
List of Figures	ii
1. INTRODUCTION	1
2. REVIEW OF LITERATURE	16
3. THE COMPANY	25
4. <i>Conceptual Frame work</i>	
5. DATA ANALYSIS & PRESENTATION	40
4.1 Presentation and Analysis	40
4.2 Interpretations	45
5. SUMMARY & CONCLUSIONS	50
6. BIBLIOGRAPHY	60
7. APPENDICES	65

List of Tables and Figures

Throughout the project, it is likely that you will want to present material in tabulated or diagrammatic form. Some such presentations will bear only indirectly or partially on your arguments, and in such cases you will need to decide about their proper location. Additional or less relevant information may be better placed in an appendix.

Whether you decide to locate your tables/figures in the main body of the report or the appendices, it is conventional to provide special “contents pages” so that readers can easily find the information. Tables and figures should be listed on a separate page as shown below.

Examples of List of Tables

LIST OF TABLES		
TABLE		PAGE NUMBER
1.1	Redundancies in the Food Industry, by age, 1980-1987	3
1.2	Employee’s Attitudes to Motivational Factors, by occupation	6
2.1	Employee’s Attitudes to Motivational Factors, by gender	7

Examples of List of Figures

LIST OF FIGURES		
FIGURES		PAGE NUMBER
1.1	Maslow’s Hierarchy of Needs	5
1.3	Vroom’s Expectancy Theory	10

Bibliography and Referencing

Referencing is necessary to avoid plagiarism, to verify quotations and to enable readers to

follow-up and read more fully the cited author's arguments. Reference is given within the text of the project as well as at the end of the project. The basic difference between citation and a reference list (bibliography) is that the latter contains full details of all the in-text citations.

- **Citation** provides brief details of the author and date of publication for referencing the work in the body of the text.
- **Reference List** is given at the end of the text and is a list of all references used with additional details provided to help identify each source.

References should be made to sources of material throughout the report. Various conventions are used for referencing but you must use **Harvard Referencing**, as shown in **Appendix A**, throughout your report.

Proper referencing is a crucial aspect of your project. You are therefore strongly advised to talk to your supervisor about this, in order to make sure that your project report follows the appropriate referencing system.

PLAGIARISM

Any attempt to copy from another (present or previous) student or to copy large chunks from academic or other sources without appropriately referencing those sources will trigger the full weight of plagiarism procedures. **If there is any doubt concerning the authenticity of your work, the university reserves the right to demand an individual presentation before a panel at which you will be required to reply to spontaneous questions.**

All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the viva voce, before your project results are confirmed.

1. YOU AND YOUR SUPERVISOR

The supervisor's role is one of guidance - providing advice and pointing out possible problems that may arise. **The supervisor's role is to appraise your ideas and work.** You must take overall responsibility for both the content of your project and its management. This includes **selection of an appropriate subject area (with the approval of the supervisor)**, setting up

meetings with the supervisor, devising and keeping to a work schedule (to include contingency planning), and providing the supervisor with samples of your work.

It is **your responsibility to make contact with your supervisor** and arrange meetings at appropriate times. You should use the time with the supervisors wisely. The students must meet their supervisors for **a minimum of four meetings per semester, over the span of the entire project.**

You should spread your workload over the entire time available for carrying out your project. Draw up a realistic work schedule with in-built slack to allow for problems. Be sure you are aware of your specific hand-in dates.

You must exchange contact details with your supervisor, and make sure that he or she has your relevant contact information. Your supervisor will keep a log of meetings with you. After each meeting with your supervisor, you will both sign a student contact and progression form. **Note that if the records show that your contact with your supervisor is not good; your project may not be marked.**

Be sure you are clear about the assessment criteria for the project. Note that a significant proportion of the grade is allocated to presentation and style. A high level of communication skills is expected. However, **it is not within the role or the duties of your supervisor to correct your grammar and syntax.**

Your supervisor will comment upon samples of your work but **will not pre-mark** the whole document, or substantial portions of it. If asked, you must present a sample of your written work prior to a meeting with your supervisor, at an agreed time. **Under no circumstances will your supervisor give you an indication of your expected final grade.**

You must keep hard copies of each version of your work, and save copies of the current version on a main and a backup disk (preferably kept apart from each other). Disks should regularly be virus-checked. Also, make sure to keep printed copies of working documents, and the raw data from any questionnaires or other data collection.

A FEW TIPS....

Choose a topic, or an issue, in which you are interested.

Get organised, give yourself time to think about your project. Look at the information available - is there enough information available for you to be able to produce a good project?

Be wary if you are relying upon organisations to provide you with information. They will not give you confidential or sensitive information and you must not expect them to respond as promptly as you would like.

Visit the Library and spend some time looking at previous projects.

With the help of your project supervisor agree on the aims and objectives and the structure of the project as soon as possible.

It is worthwhile investing in some reliable storage devices for storing your project - related documents. Keep at least two copies (updated). Remember to virus check your storage devices.

The final printing and binding of your project can be the most frustrating time. Allow five working days. Numbering pages, re-arranging pagination and putting together the Contents page takes a deal of time – do not underestimate this part of your task. By this time you will have been working on your project for some months - you will be bored with it; you just want to hand it in and move on to the next assignment. So, to save your time and frustration, allow yourself five working days for this part of the task.

Do not underestimate the enormity of the task ahead of you. The key points are to organise your time; make and maintain contact with your supervisor, decide upon your topic and when you have formulated your aims, objectives and structure - get on with it!

Finally, remember to print and keep a copy of the project report for your own use, as no copy of the report submitted will be returned to you.

TECHNICAL SPECIFICATIONS OF THE PROJECT:

- 1) **FONT** - **NEW TIMES ROMAN**

- 2) The project should be typed on **A4 white bond paper**, and be **double-line spaced**.
- 3) **SIZE**
 - For General Text** - **12**
 - For all main headings** - **16 or 18 (BOLD)**
 - For all sub headings** - **14 (BOLD)**
- 4) **MARGINS**
 - Left** - **1 ½**
 - Right** - **1**
 - Top** - **1**
 - Bottom** - **1**
- 5) **INSERT**

Individual Page Numbers for all Chapters starting from Chapter 1 to 5 only and not for Annexure, Select Bibliography & References
- 6) **No OF COPIES – 3 HARD BOUND COPIES (BLACK COVER WITH GOLDEN EMBOSING) FOR COLLEGE and 1 SOFT COPIES (IN CDs)**
- 7) **ALL COPIES SHOULD BE SUBMITTED TO THE PROJECT REVIEW COMMITTEE**