

# Jaipur National University, Jaipur

## School of Distance Education and Learning

### Guidelines for Project

#### **Research Project Report (MBA-211):**

Every student will have to submit a research based project report on any topic related to management studies in about 100 pages (Computer word process) in 12 font size, Times New Roman (space between lines 1.5) in the prescribed format under the supervision of **Approved Supervisors** (format is available on the website the [www.sodel.jnujaipur.ac.in](http://www.sodel.jnujaipur.ac.in)).

The students are required to submit the synopsis stating Objectives, Significance, methodology, Scheme of Data Analysis along with the brief C.V. of the Supervisor to the Director, School of Distance Education & Learning through their Service Providers. .Only after the approval of their topic and Supervisor, students should start their project work. The Research Project (MBA-211) is of 15 credits maximum marks are 200. The Projects copied from other students or any other source will be rejected and zero marks will be awarded. Therefore, students should take the project work seriously. Project can be submitted before the final year examination of their batch.

Student can take up Project Report only after completing First year after admission into **MBA** Programme.

#### **(1) Objective:**

The objective of the project is to help the student to develop research ability, multidisciplinary concepts, tools, and techniques to solve organizational problems.

#### **(2) Type of Project:**

The Project may be from any one of the following categories:

- (a) Comprehensive case study, (covering single origination/multifunctional area problem formulation, analysis and recommendations)
- (b) Inter-organizational study aimed at inter-firm comparison/validation of theory/survey of management practices
- (c) Field study (empirical study)

#### **(3) Proposal Formulation:**

Project should be prepared in consultation with the **Approved Research Supervisor by the Jaipur National University, Jaipur**. Synopsis of the topic of the selected project should be sent to the Head, SODEL JNU Jaipur. The synopsis should clearly state the objectives and research

methodology of the proposed project to be undertaken. It should have full details of the sampling, tools and techniques to be used, significance and limitations of the study.

**(4) Eligible Project Guide:**

- (a) Academic faculty of Management Programme having more than 3 years experience
- (b) Faculty at the headquarters (Department of Management Studies)
- (c) “Professionals” holding master’s degree in Management or allied discipline and having a minimum of 5 years of experience in the relevant area. In exceptional case, a supervisor with a B.E. degree and 5 year relevant experience may also be approved. Students are advised to send the Bio-data of the proposed guide alongwith the synopsis to the Head, SODEL. In case the proposed guide is not acceptable to the Head, the student shall be advised to change the guide before the proposal is considered for approval. In case of academic faculty the specialization should be clearly mentioned. At any given point of time a supervisor can not guide more than five students.

**(5) Project Proposal Submission and Approval:**

After finalizing the topic and the selection of the supervisor the student should submit the Project report through his/ her IGC to the Service Providers.

**(6) Communication of Approval:**

A written communication regarding the approval of the project will be sent to service providers. In case any change is suggested, the students will have to incorporate those changes.

**(7) Project Report Formulation:**

- (a) The report should be typed in 12 font Times New Roman in 1.5 space in about 100 to 125 pages (excluding appendices and exhibits)
- (b) Each project report must adequately explain the research methodology adopted and the directions for future research.
- (c) The Project Report should also contain the following:
  - (i) Original copy of the approval as per the given Proforma
  - (ii) Certificate of Originality
  - (iii) Certificate of the Supervisor

**(8) Submission of the Project Report:**

Two typed copies of the project report are to be submitted at their IGC. In absence of the project marks, the final year result will not be declared by the university

**(9) List to Topics:**

An illustrative list of topics is enclosed to give only an idea as to what kind to topics could be selected for project work. It is advisable that the students select their topics in the respective area of specialization.

**(10) Project Evaluation:**

By an examiner approved by the University

**(11) Viva Voce:**

There will be no *Viva Voce* Examination

**(12) Enquiries:**

Enquiries regarding the project proposals should be addressed to the Head SODEL.

**Some Important notes while preparing the project proposal:-**

- Send only one copy of the Project Proposal.
- “MBA-211” should be written prominently on the envelope and should be addressed to Head, SODEL.
- Ensure the inclusion of the following items while submitting the proposal for Approval:
  - (a) Profoma for Approval of Project Proposal duly filled-in and signed by both the student.
  - (b) Bio-data of the supervisor with his/her signature
  - (c) Synopsis of the Project Proposal
- The synopsis of Project Proposal should include the rational behind the study, objectives of the study and research methodology to be used for carrying out the study.
- The Project Report should be submitted in A-4 size (29 x 20 cm) typed in 1.5 space in a hardbound volume.
- Before binding the Project Report, the student should ensure that it contains the approved Project Proposal Proforma, Supervisor’s Certificate and an Originality Certificate duly signed along with the seal of the Supervisor and Date.
- If any Project Report is received in the absence of the above should be rejected or returned to the student for compliance.
- Two typed copies of the project report are to be submitted to the IGC for on ward transmission to the Service Provider who will send one copy for checking and another copy with Award list to the Head Sodel at the University.
- Kindly mention on the top of the envelope the name, enrollment number specialization and MBA-PROJECT REPORT. This will facilitate sorting out Project Report received.
- Student should keep a copy of the Project Report with him/her. The project will not be returned to the student. It will be kept in the University Library.

**Illustrative List of Topics ( Do not select from this list):**

- 1) Design and Development of Financial Accounting System
- 2) Assessing Market Opportunity for Introducing “ -----” to the Indian Market
- 3) Marketing Co-operatives
- 4) Pricing Services at Airports in India: Issues and Practices
- 5) A Study of Dividend Practices
- 6) Management of change in an Institution
- 7) Management control system- a case study of -----.
- 8) Performance of Public Enterprises with Special Reference-----
- 9) Consumption Behavior and Consumption Patterns of Employees of -----
- 10) Buyer behaviour tablet market
- 11) Performance Evaluation & Practices in a professionally managed Enterprise & a Family Run Enterprise
- 12) A study of Training Effectiveness in Maharashtra Zone of ----- Bank
- 13) A study of purchase behavior of Credit Cards users in Indian Scenario
- 14) Impact of Marketing Strategies on Detergent Consumption in a colony of Jaipur
- 15) Personnel Policy for Scientific and Technical manpower in India
- 16) Management Control of Projects in Construction Industry
- 17) Consumer Survey for Cadbury’s Drinking Chocolate (CDS)
- 18) Labour Welfare and Social Security measures with special reference to “M/s JCT Ltd”
- 19) Organization of Trade unions in ----- industry
- 20) Design of Personnel Information System for Indian Air Force
- 21) A Case Study of ----- Corporation
- 22) Market Analysis of -----
- 23) A Critical study of Performance Appraisal in the Department of -----
- 24) Consumer Behaviour and Life Style Marketing with Purchase Process and Post-Purchase Behaviour
- 25) Management Information System in ----- Industry
- 26) Effectiveness of Financial and Non-financial Incentives as Motivators for Sales personnel
- 27) Impact of Management Development Programme on Executive Performance in Infosys

# JAIPUR NATIONAL UNIVERSITY

## School of Distance Education and Learning

JAGATPURA, JAIPUR - 302017

### PROFORMA FOR APPROVAL OF PROJECT PROPOSAL (MBA-211)

Roll / No.

IGC Centre

Enrolment No.

Service Provider:

(1) Name and Address of the Student : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(2) Title of the Project : \_\_\_\_\_  
\_\_\_\_\_

(3) Specialisation Area: HR / FM / OM / MM / any other (Specify)

(4) Name and official Address of the Supervisor

\_\_\_\_\_  
\_\_\_\_\_ Mobile Number \_\_\_\_\_

(5) Is the supervisor and Academic Faculty of Management? Yes  No

(6) If Yes, Name of College/ Institute/ University/ \_\_\_\_\_

(7) Courses of counseling \_\_\_\_\_

(8) Experience of Teaching in years \_\_\_\_\_

Signature of Student with date

Signature of Supervisor with date

### **For Office use only**

Project Topic and Synopsis Approved / Not Approved / suggestions for reformulating of the Synopsis.

Signature of Head with date

**CERTIFICATE OF ORIGINALITY**

This is to certify that the project report entitled \_\_\_\_\_  
\_\_\_\_\_

submitted to **Jaipur National University, Jaipur** in partial fulfillment of the requirement for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION (MBA)**, is an authentic and original work carried out by Mr. / Ms. \_\_\_\_\_ with enrolment no. \_\_\_\_\_ under my supervision and guidance.

The matter embodied in this project is genuine work done by the student and has not been submitted whether to this University or to any other University / Institute for the fulfillment of the requirements of any course of study.

.....  
Signature of the Student:

Date: .....

Name and Address  
of the Student:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Enrolment No.: \_\_\_\_\_

.....  
Signature of the Guide

Date: .....

Name, Designation and  
Address of the Guide:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# JAIPUR NATIONAL UNIVERSITY

COURSE CODE: MBA-211

TITLE OF THE PROJECT

Submitted to the  
School of Distance Education & Learning  
in partial fulfillment of the requirements  
for the award of the degree  
Master of Business Administration (MBA)

Year of Submission (to be mentioned by the Student)

Supervisor's Name \_\_\_\_\_

Student's Name: \_\_\_\_\_

& Designation: \_\_\_\_\_

Enrolment No.: \_\_\_\_\_

Roll No.: \_\_\_\_\_



## JAIPUR NATIONAL UNIVERSITY

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Jagatpura, Near New RTO, Agra By-pass Road Jaipur-302017