

ANDHRA UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Three Year MBA/Executive MBA (Final Year)
PROFORMA FOR PROJECT PROPOSAL

Reg.No. _____ : _____
 Study Centre _____ : _____
 Name and Address of the Learner : _____

Mobile No _____ : _____
 Title of the Project _____ : _____

Subject Area _____ : Accounting and Finance/ Marketing/ Operations
 Management/ HRM and OB/ Information System/
 Any Other Specify)

Name, Designation and Official
 Address of the Project guide _____ : _____

 _____ Mobile No: _____

Experience (in years) _____ : Teaching _____ Executive _____

No. of learners under the
 Guide for Project Report _____ : _____

Signature of the Learner
 Date:

Signature of the Project guide
 Date:

Note: Enclose the Synopsis of the Project and Bio-data of the guide

(For Office Use only)

Synopsis	Supervisor
Approved	Approved
Not Approved	Not Approved

Signature of Course Coordinator
 Date:

GUIDELINES FOR PREPARATION OF PROJECT REPORT

Learners of MBA Programme will have to take up project work in the Final Year for the period of eight weeks

- The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to be management.
- The topic for project may be taken from any one of the following sources :
 - (i) Comprehensive case study, covering single organization with multifunctional area problem formulation, analysis and recommendations.
 - (ii) Inter organizational comparison of performance in different functional areas including management practices.
 - (iii) Field Study/Empirical Study

Project Proposal:

- The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Course Coordinator, MBA Programme, Centre for Distance and Online Education, Andhra University, Visakhapatnam-3. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.
- Eligible Project guide may be taken from any one of the following :
 - (iv) Faculty of Department of Commerce and Management Studies of Andhra University
 - (v) Faculty of Department of Commerce and Management affiliated colleges of Andhra University
 - (vi) Teaching faculties of Department of Commerce and Management of any other university recognized by Andhra University
 - (vii) Senior Executives holding Master's Degree in Management or allied discipline with a minimum of 10 years of experiences.

Learners are advised to send their project proposal (synopsis) and Biodata of the Guide (in case of ii, iii & iv above) which must be duly signed by guide to the Course Co-ordinator. If the proposed guide is not acceptable, the learner shall be advised accordingly and in such cases, the learner should change the guide before the proposal is considered for approval. Similarly if a learner wants to change his/her guide after some time, he/she would be required to submit the project proposal along with the signature of the new guide on a new project proposal proforma. At any given point of time a guide should not have more than ten learners.

Learners are advised to select their guides who are either teachers or active Professionals in the relevant area of the selected topic.

- The Project Proposal shall be sent in Proforma (format) along with one copy of synopsis and bio-data of the guide to the Course Co-ordinator for approval. Proposals incomplete in any respect will straightway be rejected. Learners are advised to retain a copy of the synopsis.
- Communication for approval/non-approval of the project proposal will be sent to the learner within fifteen days of the receipt of the proposal.
- Communication of non-approval of the proposal will be accompanied by comments/suggestions for reformulating the project; the revised project proposal should be submitted in the new proforma. A copy of rejected synopsis and project proposal proforma wherein the comments or suggestions of the evaluation are given should also be submitted.

Preparation of Project Report:

- The Dissertation report should consist of
- i. Introduction: Review of Literature along with brief details of the organisation's under study.
 - ii. Research Methodology: It may give details about Rationale, Statement of problem, Objectives of the Project, Scope of the study etc.
 - iii. It should include the Research Design, Nature and Source of data/information collected, Sample and Sampling method with rationale.
 - iv. Details of the tools:
The Questionnaire and other methods used and their purpose
Reliability and Validity of the tools used
Data collection, Statistical tools used for Data Analysis
 - v. Results and Discussion (Data Analysis): This should present the results in tabular or graphical format. The Interpretation of the data and results/findings may be given elaborately.
 - vi. Findings, Suggestions and Conclusion
 - vii. Limitations of the Project, Direction for further research (optional)
Reference/Bibliography and Annexures/Appendices (Questionnaire used etc.)
The length of the report shall be in between 60 and 80 double spaced typed A4 size pages (excluding appendix and Exhibits). The report is to be submitted in a bound volume.

The Project Report should also contain:

- i) Project Approval letter
 - ii) A Certificate from the organization where the learner underwent Practical Training for a period of **eight weeks** of study
 - iii) A statement from the learner mentioning that the work is a original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of
- One typed copy of the project report is to be submitted to the Course Coordinator before the due date as communicated in the Academic Calendar. One copy of the report is to be retained with the student and produced at the time of Viva-Voce Exam. The copy sent to the University will not be returned.