



**CENTRE FOR DISTANCE LEARNING**  
**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)**

(Declared as Deemed to be University, Estd. u/s 3 of UGC Act, 1956)

Visakhapatnam | Hyderabad | Bengaluru

**Accredited by NAAC with A<sup>+</sup> Grade**

Gandhinagar Campus, Rushikonda, Visakhapatnam-530 045, A.P., India

Phones: +91-891-2866455 / 2797499 / 8179681900, [E-mail: cdl@gitam.edu](mailto:cdl@gitam.edu), Website: [cdl.gitam.edu](http://cdl.gitam.edu)

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**Prof. T.Srinivas**

Director, CDL

Dt. 28 -06-2019

Dear Learner:

Greetings from CDL! This is to inform to all learners of MBA (General) and MBA(HRM) that in their Final semester of the programme they have to undergo practical training in any organization for a minimum period of **eight weeks** and submit a Project Report thereon along with a practical training certificate obtained from the organization that they have successfully completed training in that organization.

In this connection, guidelines for project work are herewith enclosed. You are hereby instructed to go through the guidelines and submit Project Proposal as per the proforma enclosed. **You are advised to send the project proposal on or before 16<sup>th</sup> Aug, 2019.**

**To :**

**Centre for Distance Learning, GITAM CITY OFFICE,**

**Third Floor, Balaji Metro Plaza, Dondaparthi Main Road, Visakhapatnam-530 016**

You are advised to work on the Project after your proposal is approved by us. For more details, please log on to [www.gitam.edu/cdl](http://www.gitam.edu/cdl) for information.

With best wishes,

Yours sincerely,



(T. Srinivas)

For any queries regarding Projects contact:

Mobile: **8179681896.**

- 1. Last date for submission of project proposal –hard copy: 16<sup>th</sup> Aug, 2019.**
- 2. Last date for submission of FINAL PROJECT-HARD COPY: 15<sup>th</sup> Nov, 2019.**
- 3. For supplementary candidates they have to pay examination fee towards project work and viva (two papers) through online before 10<sup>th</sup> Oct, 2019.**

## **CENTRE FOR DISTANCE LEARNING GITAM, VISAKHAPATNAM**

### **GUIDELINES FOR PREPARATION OF PROJECT REPORT – MBA (General) and MBA (HRM)**

Learners of MBA Programme will have to work on a project in the third year of their program.

1. The purpose of the project work is primarily to demonstrate the application skills acquired during the study, by analyzing selected aspects in the work situation in a systematic manner and suggest solutions to the problem(s).
2. The topic of project may be taken from any one of the following areas:
  - i) Comprehensive case study of an organization in its multifunctional areas.
  - ii) Inter organizational comparison of performance in different functional areas including management practices.
  - iii) Field Study/Empirical Study

#### **Project Proposal:**

3. The Project Proposal (Synopsis) should be prepared in consultation with the guide and it has to be sent to the program Co-coordinator, MBA Program. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used and limitations, if any.
4. Project Guide may be chosen from any one of the following institutions/industry.
  - i) Faculty in GITAM Institute of Management, Visakhapatnam.
  - ii) Faculty from Institutes/Departments of Management of any other University.
  - iii) Senior Executives holding Master's Degree in Management or allied discipline with a minimum of 10 years of experience.

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

Learners are instructed to send their project proposal (synopsis) and Biodata of the Guide (in case of ii and iii above) duly signed by the guide to the program Coordinator. If the proposed guide is not accepted by the Centre for Distance Learning, the learner shall be advised accordingly and in such a case, the learner shall change the guide before the proposal is considered for approval. Similarly, if a learner wants to change his/her guide after starting the project work, he/she would be required to submit a new project proposal along with the signature of the new guide on the new project proposal.

5. The Project Proposal shall be sent in the given proforma along with one copy of synopsis and bio-data of the guide to the program Coordinator for approval. Incomplete proposals in any respect will straightway be rejected. Learners are advised to retain a copy of the synopsis with them.
6. Communication for approval/non-approval of the proposal will be sent to the candidate within a week of the receipt of the proposal by either post or e-mail if made available.
7. Communication of non-approval of the proposal will be accompanied by comments/suggestions for revising the project and the revised project proposal should be submitted in the given proforma. A copy of rejected synopsis and project proposal proforma wherein the comments or suggestions are given should also be enclosed.
8. **Preparation of Project Report:**
  - i) The structure of the Project Report and the contents are herewith attached.
  - ii) The length of the report shall be from 40 to 60 pages, typed with double space on A4 size (excluding appendix and Exhibits). The report is to be submitted in a bound volume.
9. One typed copy of the project report is to be submitted to the program Coordinator before the due date as communicated in the Academic Calendar. One copy of the report is to be retained with the learner and produced at the time of Viva-Voce Exam. The copy sent to the CDL will not be returned.
10. Address - **Centre for Distance Learning, Third Floor, Balaji Metro Plaza, Dondaparthy Main Road, Visakhapatnam-530 016.**

# **CENTRE FOR DISTANCE LEARNING GITAM**

## **PROJECT REPORT CONTENTS**

- 1) Title Page
- 2) Company Certificate
- 3) Declaration by Learner
- 4) Certificate by Guide
- 5) Preface and acknowledgements
- 6) Contents
- 7) List of Tables
- 8) List of Charts / Figures
- 9) Chapter-I: Theoretical Framework  
Chapter-2: The Present Study / Methodology  
Chapter-3: Organization Profile  
Chapter-4: Analysis of Study (Findings, Suggestions & Conclusions)
- 10) Bibliography
- 11) Annexure(s)

Cover / Title Page

**-----TITLE OF THE PROJECT IN CAPITAL LETTERS-----**

A Project report submitted for the Award of Degree of

**MASTER OF BUSINESS ADMINISTRATION**

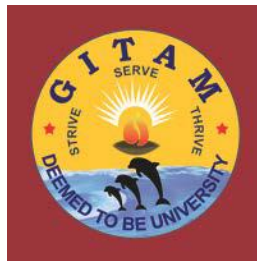
**BY**

**-----NAME OF THE CANDIDATE----**

**(ID. No. \_\_\_\_\_)**

**Research Supervisor**

**-----NAME WITH DESIGNATION-----**



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VISA KHAPATNAM  
2019**

# **STRUCTURE OF THE PROJECT REPORT**

## Chapter 1: Theoretical Framework / Conceptual Framework

- a. Main subject
- b. Topic related concepts
- c. Review of Literature

## Chapter 2: The Present Study / Methodology

- a. Need and Significance of Study
- b. Objectives of Study
- c. Scope of Study
- d. Research Design
  - . Data collection methods – questionnaire/secondary sources/records
  - . Data tabulation
  - . Analysis Method
- e. Presentation of the Study
- f. Limitations of the Study

## Chapter 3: Organization Profile

- a. Industry Profile
- b. Organization Profile
- c. Topic Profile in the Organization

## Chapter 4: Analysis (Related to the Topic)

- a. Findings
- b. Suggestions
- c. Conclusions

## Bibliography

### Annexure – Questionnaires

### Bibliography:

Books: - Author name, year of publication, Title of the book in italics, place of publication, name of the publisher.

Ex: Aguilar, Francis J. 1994 *Managing Corporate Ethics*. London: Oxford University Press.

Articles: - Author name, year of publication, Title of the article in Inverted commas, journal title in italics, Vol. No, PP number.

Ex: Adelman. H. 1991 Morality and Ethics in Organizational Administration. *Journal of Business Ethics* 10(9). 665-678.



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**MBA PROGRAMME**  
**PROFORMA FOR PROJECT PROPOSAL**

ID. No. \_\_\_\_\_

Name and Address of the Learner : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone No. : \_\_\_\_\_

E-mail ID : \_\_\_\_\_

Title of the Project : \_\_\_\_\_

Subject Area : Finance / Marketing / Operations Management /  
HRM / Information System / Any other specify)

Name, Designation and Official  
Address of the Project guide : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Phone: \_\_\_\_\_

Experience (in years) : Teaching \_\_\_\_\_ Executive \_\_\_\_\_

No. of students working under the  
Guide for Project Report : \_\_\_\_\_

Signature of the Learner  
Date:

Signature of the guide:  
Date:

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

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(For office use only)

Synopsis	Supervisor
Approved	Approved
Not Approved	Not Approved