

ANDHRA UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
ONLINE MBA PROGRAMME

4th SEMESTER

PROFORMA FOR PROJECT PROPOSAL APPROVAL

Enrollment No. _____ : _____

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 _____

Signature of the Learner

Signature of the Project guide

Date:

Date:

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

GUIDELINES FOR PREPARATION OF PROJECT REPORT (Online MBA Programme)

Learners of MBA Programme will have to take up project work in the 4th Semester for the period of **eight weeks**

- Project Report carries 4 credits with maximum of 100 marks. The learner has to attain minimum 40% to pass. The submitted report will be evaluated by an external examiner and grades are allotted, which are carried into the semester end examination, CDOE, Andhra University examination grade sheet.
- The basic purpose of the Project work is to help learners develop an ability to apply multi-disciplinary concepts, tools and techniques to analyze and logically approach the organizational problems. The Project study should be on a topic preferably from your area of specialization in MBA

The topic for the 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 (Maximum 5 pages) in consultation with the guide and soft copy in PDF format only shall be uploaded through Learning Management System (LMS) to the program Coordinator, MBA Programme, Centre for Distance and Online Education, Andhra University, Visakhapatnam-3. The proposal should clearly state the significance of the study, scope of the study, objectives of the study, methodology, data collection methods, statistical techniques to be used, profile of selected industry 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 (OR)
- (v) Faculty of Department of Commerce and Management Studies affiliated colleges (PG Courses) of Andhra University
(OR)
- (vi) Teaching faculties of Department of Commerce and Management Studies (PG Courses) of any other universities located in Any State/Any Country
(OR)
- (vii) Senior Executives holding Master's Degree in Management with a minimum of 5 years of experience.

Learners are advised to submit their filled project proforma, project proposal (synopsis) and Biodata of the Guide (in case of v, vi & vii above) which must be duly signed by guide and submit to the program Co-coordinator via Learning Management System (LMS). If the proposed guide is not accepted by the university, the learner shall be advised accordingly and, in such cases, the learner should change the guide before the proposal is considered for approval. At any given point of time a guide should not have more than ten learners.

The necessary permission from the industry/organization for the project work shall have to be arranged (facilitated) on his/her own.

Learners are advised to select their guide who are either teachers or active Professionals in the relevant area of specialization.

- The Project Proposal shall be submitted through Learning Management Systems (LMS) in a prescribed order filled Proforma (format) along with synopsis and bio-data of the guide for approval. Proposals incomplete in any respect will straightway be rejected.
- Learners are advised to retain a soft copy of the synopsis.
- Communication for approval/non-approval of the project proposal will be sent to the learner through LMS portal only.
- Communication of non-approval of the proposal will be accompanied by comments/suggestions for reformulating the synopsis. The revised project proposal should be submitted in the new proforma.

Preparation of Project Report:

The Dissertation report should consists of

- i. Introduction: Review of Literature along with brief details of the organization's under study.
- ii. Objectives, Hypothesis and Research Methodology: It may give details about Rationale, Statement of problem, Objectives of the Project, Scope of the study, Research Methodology: Research Design, Nature and Source of data/information collected, Sample and Sampling method with rationale.

Details of the tools:

The Questionnaire and other methods used and their purpose

Reliability and Validity of the tools used in Data collection, Statistical tools used for Data Analysis. Limitations of the Project, Direction for further research (optional) and presentation of the study.

- iii. Policies & Practices of the selected topic in the organization
- iv. 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.
- v. Findings, Suggestions and Conclusion.

Followed by Reference/Bibliography and Annexure /Appendices
(Questionnaire used etc.)

The length of the project report shall be minimum of **60** and **maximum of 100** double spaced typed A4 size pages (excluding appendix and Exhibits). The report is to be submitted in soft copy bound volume in **PDF format through LMS only**.

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 Declaration from the learner mentions that the work is an original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course.
- One Typed copy of the project report in **PDF Format only** (hand written, Xerox copies, scanned etc. not allowed. It leads to rejection of your project) is to be submitted in the Learning Management System (LMS), before the due date (will be

informed through LMS). One soft copy of the report is to be retained with the student for reference at the time of Viva-Voce Exam.

- Every learner will be required to undergo comprehensive Viva- Voce (Online Mode only) at the end of 4th semester of MBA. The Viva Voce examination committee consists of subject experts.
- Learner may be asked subject contents and project work in the Viva Voce examination.
- The Viva-Voce Examination carries 4 credits with maximum of 100 marks. The learner has to attain minimum 40% to pass which are carried into the semester end examination, CDOE, Andhra University examination grade sheet.