



**ANNAMALAI UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**GUIDELINES FOR PROJECT WORK**

**MBA, MBA(EB), MBA(IB), MBA(HRM), MBA(MM), MBA(FM), MBA(IS)**

A student can take up a project work only after completing a minimum of one year after admission to MBA. Programme.

Project work is applicable only to those students who have not opted for the study of two optional Papers.

**OBJECTIVES OF PROJECT WORK**

- 1) To give exposure to the student on the methodology of planning a study, data collection, analysis, presentation and decision-making about problems related to industry.
- 2) To enable the student to apply multi-disciplinary theoretical concepts and principles in real life and business situations.
- 3) To develop the ability to operationalise methodology for any problems both in the internal and external environments of the enterprise he/she works in.
- 4) To gain an insight into the industry and to know how the problems are identified and solved.
- 5) To help managers in finding solutions to some of their pressing problems.

**PROJECT SYNOPSIS**

Synopsis of the project should be prepared in consultation with Project Guide and the same has to be sent to the Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002, under the following captions:

- 1) Title of the Project
- 2) Introduction to the concept
- 3) Statement of the Problem
- 4) Objectives of the Study
- 5) Research Methodology

**ELIGIBILITY OF PROJECT RESEARCH SUPERVISOR**

- 1) Teachers holding Master Degree in *Management* or *in relevant disciplines* and having a minimum of **FIVE** years of P.G. teaching experience in any recognized University or Management Institute.
- 2) Managers of companies holding Master Degree in Management and having a minimum of **FIVE** years experience in the relevant area after acquiring the Master's Degree.

**FORMAT OF THE PROJECT REPORT**

- 1) The project report should not exceed 200 typed pages with double line spacing.
- 2) It must conform to the academic standards prescribed in the project manual.
- 3) The Project report should contain a copy of the synopsis.
- 4) The project report should also contain a certificate of originality from the Research Supervisor.
- 5) Project report should also contain a certificate of originality form the Research Supervisor.

## PROJECT PROPOSAL SUBMISSION AND APPROVAL

After finalizing the topic and selection of the research supervisor, students should send the project proposal proforma along with the synopsis and bio-data of the research supervisor (with passport size photograph). It is mandatory on the part of the students to enclose a passport size photograph of their respective Research Supervisor for approval from the Director. Proposals incomplete in any respect will be summarily rejected.

### **Important Instructions**

- 1) One typed copy of the project report should be submitted to the Directorate.
- 2) The student should bring another copy of the Project Report during viva-voce examination.
- 3) The candidates are expected to carry out project in their area of specialization chosen. Otherwise the proposal will be rejected.
- 4) It is the responsibility of the student to identify a suitable research supervisor in the respective field and select the topic.
- 5) In case the proposed research supervisor is not accepted by the Directorate, the student may be advised to change the Research Supervisor.
- 6) The Research Supervisor will be paid an honorarium of **₹200/-** for guiding each student.
- 7) A Research Supervisor should not guide more than 5 students of M.B.A. Programme of the D.D.E., Annamalai University in an academic year.
- 8) All enquiries regarding the Project Report should be sent to:

*The Director  
Directorate of Distance Education  
Annamalai University  
Annamalainagar - 608 002.*

The **Last date** to submit the Project Proposal is: **04-02-2022**

The **Last date** to submit the Project Report is: **29-04-2022**

The Late submissions of Project Report will be accepted upto **13.05.2022** with a late fee of **Rs. 750/-**

- 9) Photo copy of the approval of the Project Proposal should be attached in the Project Report.
- 10) Project Report should contain a certificate duly signed by the research supervisor, stating that the project report is original work and not submitted earlier to any University/ Institute.
- 11) The submission of Project Report in the same title by two or more students will be rejected
- 12) The submission of Project Report after the last date fixed (**13.05.2022**) will not be considered, the same will be returned to the candidate and will not be permitted to attend the viva-voce examination. .
- 13) *Project manual is also available in the university website. [www.audde.in](http://www.audde.in)*

**DR. R SINGARAVEL  
DIRECTOR**



# ANNAMALAI UNIVERSITY

## DIRECTORATE OF DISTANCE EDUCATION

### PROFORMA FOR APPROVAL OF

MBA, MBA(EB), MBA(IB), MBA(HRM), MBA(MM), MBA(FM), MBA(IS)

(Put ✓ Mark on the appropriate program)

### PROJECT PROPOSAL

Enrolment Number: ..... ..

1. Name and Address of the Student :  
(with mobile number)

2. Subject Specialization Area :

2.1: Course code and course name  
in which project work is identified :

2.2: Number of articles reviewed  
initially :

2.3: Published project work referred : Yes/No

3. Title of the Project :  
(In capital letters)

4. Name and Official Address of the  
Research Supervisor. :  
(Bio-Data should be enclosed)

Signature of the Student :

Date:

Mention the name of the Students &  
Enrolment number you are guiding  
in 2021-22.

- 1.
- 2.
- 3.
- 4.

Signature of the Research Supervisor :  
Name:

Academic Year:

Number of Candidates : ... ..

(Number of candidates should not exceed **Five**  
for a Research supervisor in an academic year)

Encl: 1. Synopsis-(to be submitted by the students)

2. Bio-Data of the Research Supervisor with Photo

(Proposals without Encl. 1 & 2 will be summarily rejected)

(for office use only)

Scrutinized by

May be Approved / To Resubmit

**Professor and Co-ordinator**  
**Management Wing, A.U.**





**ANNAMALAI UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION**

**BIO-DATA OF THE RESEARCH SUPERVISOR**

Affix latest  
Photo  
(compulsory)

NAME :

EDUCATIONAL QUALIFICATIONS :

DESIGNATION :

NAME OF THE INSTITUTE/  
ORGANIZATION PRESENTLY WORKING :

YEARS OF EXPERIENCE IN TEACHING  
INSTITUTIONS/INDUSTRIES :

OFFICIAL ADDRESS WITH PHONE  
NUMBER (Mobile and *e-mail*) :

RESIDENTIAL ADDRESS WITH  
PHONE NUMBER :

**Signature of the Research Supervisor**

FORWARDED BY :

Head of the Department/Principal with  
official seal (Educational Institution)

[or]

Sr. Manager / Higher Authority  
with official seal (Organization).

*(Incomplete Bio-data will not be accepted)*

