

Symbiosis Centre for Distance Learning

Project Guidelines for Corporate Post Graduate Program

1. Understanding the significance of a Project Report

Many learners underestimate the significance of a project report and make a mistake of thinking that excellent marks can be scored by simply producing a good lay-out. This is fundamentally not the case as many projects are graded well below their potential because of an indifferent or poor write-up. In order to acquire the right balance, a learner should consider the aim behind making a good project. It provides the opportunity for a learner to demonstrate independence and originality, to plan and organize the project work, and to put into practice some of the techniques a learner has been taught throughout the program.

2. Meaning of a Project

The word project actually means something that comes before anything else is done. A project can be defined as a temporary Endeavour undertaken to achieve a particular aim or it is a study of factual information for comprehending and applying the various concepts of the course into practice. In simple words, a project can be understood as mentioned under:

- _ It is a practice of verification or demonstration of concepts or hypotheses or processes learnt.
- _ It is also a technique of self-learning, learning by doing. It has a practical value.
- _ The purpose of project is not to generalize but to study the situation with a practical orientation.

3. Application of Research Methodology to Project Work

SCDL allows learners to take up any topic of their interest and choice for project work. However, learners should bear in mind that project topic should be relevant in their area of specialization. For example, the learners of C-PGDBA (Marketing) should carry out their project work only in the functional areas of Marketing or IT learners should select topics from their area of choice.

Although an illustrative list of the topics is being given at the end in order to give an idea about project topics or titles of the project, learners are nevertheless advised not to restrict themselves only to the topics specified. SCDL gives liberty to choose any topic relevant to a learner's specialization.

Steps in Research Process

- Defining the problem and Project Objectives
- Designing Project Plan
- Collecting Data
- Analysis of Data
- Interpretation and reporting the findings

4. Project Supervisor (Guide)

Projects can be guided by any Post Graduate degree holder with/without a Doctorate Degree working in an academic institution (preferably teaching MBA /Management course) or a person working in the managerial cadre in any industrial/business /IT organization. Learners must take advice and suggestions from their guides from time to time.

5. Project Proposal

Once the learner decides the Project topic, he/she should prepare a proposal as per the format given in the next page. This format should be considered as ANNEXURE 1 of the Project report by the learners. The Proposal should not be more than 5 to 6 pages. In other words, the project proposal need not be sent separately.

6.Format of Proposal

Name of theLearner
Registration No.
Program Name
Address
.....

Proposal must carry the following information

- _ Title of the Project
- _ Objectives
- _ Need for the topic
- _ Methodology and Procedure of Work
- _ Statistical Techniques to be used(If any)
- _ Chapterisation
- _ Detailed Information of Guide: Name, Address, Qualification, Designation, Special Field of Work, Experience, Any Other Important Information

7. Technical specifications of the project report

- _ Paper : A4 size Bond Paper only(11"x 8.5")
- _ Fonts : Times New Roman , 12 font size, '1.5' spacing
- _ Margin : Left 35 mm , Right 20mm , Top 35mm , Bottom 20mm
- _ Binding : Rexin Black Bound or Plastic & spiral bound
- _ First (preliminary)page should have the following information:

- i) Top : The Title in BLOCK CAPITALS
- ii) Centre : Full name of the student in Capital letters and Registration Number
- iii) Bottom : Name of the Institute(i.e. SCDL), in Block Capitals, and the Academic year

8. Instructions for the preparation of hard copy of the project report

- Learners should note the following important points regarding project work:
- _ The title of the project-report should not be the same as the objectives, as there can be more than one objective for a particular study.
 - _ Each objective will have at least one or more findings and suggestions.
 - _ Each objective must have relevant questions in the questionnaire and/or interview schedule.
 - _ Learner must ensure adequate coverage of the topic in general and objectives in particular.
 - _ Coloured figures/diagrams/graphs/tables will add value to the presentation of the

report. Every table and diagrammatic representation should have a serial number and a caption.

- _ All Project reports are to be sent by post or delivered personally at the address of SCDL main campus. Learners should submit the draft of the project report to the Project Guide before the final submission and make the necessary changes, corrections as suggested by the guide.
 - _ Project Report should be of minimum 65 pages for all two year programs and of 30 pages for all one year programs. (Not applicable for IT specialization)
- Learners have to strictly follow the deadline for submission of the project report. Project reports received after the deadline will not be evaluated.

Important Note

- (a) While sending the project report to Symbiosis Centre for Distance Learning (SCDL), please mention (on the top of the envelope) "PROJECT REPORT for program.....". addressing it to the corporate cell

9.No Objection Certificate

If the project is carried out in an organization, a certificate of the CEO or any other authorized person of the organization is necessary, mentioning that the organization has no objection in publishing the findings of the project study. The certificate should bear the name of the authority with signature and company stamp. Alternatively, the certificate should be given on the company's letterhead and signed by the company's authorized person.

SPECIMEN NO OBJECTION CERTIFICATE

This is to certify that(learner's name) is an employee of this institute/organization for the past

We have no objection for him/her to carry out a project work titled "....." in our organization and for submitting the same to the Director, SCDL as a part of fulfilment of the.....Program.

We wish him/her all the success.

Seal of the company Signature of the competent authority
of the Institute / Organization

Place:

Date:

CERTIFICATE/DECLARATION REGARDING ORIGINALITY

This is to be given by the learner and the supervisor (guide) indicating that this project work is original and submitted for the first time.

SPECIMEN

9(c) DECLARATION BY THE LEARNER

This is to declare that I have carried out this project work myself in part fulfilment of theProgram of SCDL.

The work is original, has not been copied from anywhere else and has not been submitted to any other University/Institute for an award of any degree/diploma.

Date: Signature:

Place: Name:

SPECIMEN

9(d) CERTIFICATE OF SUPERVISOR(GUIDE)

Certified that the work incorporated in this Project Report.....(Title) submitted by(Learner's name) is his/her original work and completed under my supervision.

Material obtained from other sources has been duly acknowledged in the Project Report

Date: Signature of Guide:

Place:

10. Chapterisation (For Programs other than IT specialization)

- i) No Objection Certificate
- ii) Declaration By The Learner
- iii) Certificate By The Supervisor

Chapters Page Nos.

- 1. Introduction.....
- 2. Objectives and Scope.....
- 3. Limitations
- 4. Theoretical Perspective.....
- 5. Methodology and Procedure of Work
- 6. Analysis of Data.....
- 7. Findings, Inferences and Recommendations.....
- 8. Conclusion.....
- 9. Summary of the Project Report

ANNEXURES

I) Proposal

II) References

III) List of Figures, Charts, Diagrams.....

IV) List of Tables

(Note: The "No Objection" Certificate and the Declaration Certificate of the learner and the supervisor will be a part of the hard bound Project Report.)

11. Scheme of Assessment and Evaluation of Project

Sr. No. Item of Assessment

- 1. Area and topic selected for the project work
- 2. Need of the project topic and statement of objectives of the project work
- 3. Methodology and procedure of the project work
- 4. Tools of data collection
- 5. Presentation of collected data tabulation, diagrams, graphs etc.in a concise form
- 6. Analysis of data

- 7 . Use of statistical techniques for analyzing of data
8. Findings, inferences, their educational implications and recommendations.
- 9 . Preliminary pages of the project report , typing, binding and get-up of the report
- 10 Overall impression about the project work and its presentation in the report form
- 11 If the project has any relevance to the existing job profile, a learner has to furnish a feedback from his/her immediate superior as to why/how the particular topic has been chosen by the concerned learner and what value it would add in general or in particular.

12. Selection of Project Topic

The project can be selected in various ways like

- _ Select a company / organization / institute concerned
- _ Discuss with concerned persons, your specific requirements and select the subject/topic in their consultation.
- _ Discuss with your faculty concerned, before making a choice of your subject/topic.
- _ Consult experts in the field to make a right choice of the subject.
- _ Study various articles / news items etc. appearing in dailies, weekly, monthly magazines to look for a desired topic.
- _ Discussions with the relevant firm may help select a proper topic.
- _ A critical eye can help you spot the right topic for your project.

13. Suggested List of Topics for Project Work

Marketing Management

- The brand loyalty of the carbonated drinks
- The taste and preferences of the hostel food
- The preferred brand of vodka
- Emerging trends in retailing
- Effective brand management
- Service industry in India
- Reasons for brand failure
- Analysis of sales promotion and advertising strategies
- CRM in India
- Psychology of Indian consumer
- Survey on Consumer Choices of different brands of two-wheelers in Pune
- Market Potential for Logistics Business in Pune city
- Brand Equity in select FMGC products in Mumbai city
- Service Quality and Consumer satisfaction of Maruti Service Centres
- A Study on Marketing Strategies of HLL in South India
(A Case Study)
- Impulse Buying Behaviour of Customers in Delhi

Human Resource Management

- Philosophy and Management of Human Resources in select large sized Indian Industries
- Leadership styles – A comparison of Indian and Foreign Banks in Pune
- Job satisfaction and Job involvement of employees in select Textile Mills in Gujarat
- Status of Industrial Relations and Implementation of Labour Welfare Measures in select Oil Mines
- HR Practices and Organizational Strategies in select IT companies in India
- 360 degree appraisal in ABC Corporation
- Potential appraisal in Maruti Udyog

Strikes and lockouts in ABC
Cross cultural issues in HR
Industrial conflict
Transfer and Promotional Strategies

Financial Management

Investment Analysis and Portfolio Management
Securities, Markets and Financial Institutions
Capital Markets, Financial Intermediation, and Investment Analysis
Corporate Financial Problems
Field Study in Insurance sector
Portfolio Management for Governmental and Non-Profit Organizations in India
Debt Management and Capital Financing in ABC
Mergers & Acquisitions
Investment Feasibility study
Future of derivatives in India
Study of growth prospects of Mutual Funds in India
Banking Sector - PSUs are here to stay
Stock exchange related issues

Production /Operations Management

Comparison between Product Layout and
Process Layout in an organisation
Cost Analysis of Layout
To study and analyse systematic layout procedure in a plant
Study of Production, Planning and Control in an organisation
An analysis of Demand and Capacity
A study of Planning Strategies in public sector
A study of JIT in a government organization
JIT Manufacturing
JIT Purchasing
KANBAN-An Integrated JIT System in a Japanese company
Six sigma applications

CRM

Developing an analytical CRM model for a wholesale dealer
CRM plan at an electronic shop a study
Identifying weaknesses in a CRM system in a super-market in Pune.
Strength and weakness of an FMCG company
Scope for strengthening a CRM program in a computer training
institute.
Marketing the effectiveness of a CRM system of an IT company
A study of CRM system in international banking organization
Factors that will strengthen the CRM system in the public sector
Insurance company
The CRM system in an organization India company – a detailed
analysis
How to make awareness about the requirement of a useful CRM

system in service sector

IT specialization

Learners have to carry out computerization/automation of any business process as a part of this project. They may choose any manual system or may carry modification to the existing applications. Project Report can be done as per the Learners Choice & in any organization, though not mandatory. Students, who wish to do their Project Report from any organization, are required to take NOC from the concerned organization, to carry out the Code of the Project done.

The project report can be prepared using any one of the languages given below:

- a) C – Programming
- b) Web Technologies
- c) Java Programming

The project covers Code design, Implementation and Evaluation. At the end of Semester II,

Every Learner has to submit the Soft copy of the complete project through online Project submission link available in the student centre login on our website “.

The soft copy of the Project should be with the Code of the Program.

Learners should submit their Project Reports as per the guidelines given by SCDL. Project Reports which are not as per the guidelines will not qualify for evaluation.

Learners have to develop the code for the forms and reports designed. Project will be assessed on the basis of following:

1. Study of Existing System and System Requirements (Marks 15)

- What is the existing system?
- Define its scope.
- How the existing system works?
- What are the issues/problems with the existing system?
- How are you going to improve on the issues/problems with the existing system?

2. Analysis (Marks 20)

- Context diagram
- Data flow diagram (Level I, II, III)
- Functional decomposition Diagram

3. Design (Marks 30)

- ER diagram
- Data dictionary
- Table design
- Input forms design
- Report Layouts

4. Coding (Marks 35)

- Quality of code
- Input data validations
- Quality of report

**Suggested list of topics for Project Report
Information & Technology**

- Student Information System such as enrolment process, fee status, assignment status, exams status, degree/diploma processing.
- Online examination system such as generation of question bank, questions paper, score card etc.
- IT in HR application such as payroll system, PF/GPF account maintenance, performance appraisal, recruitment, leaver management etc.
- E-commerce
- ERP in Logistics/Transportation Management
- MIS in Traffic Management
- Data processing in Warehouse Management
- Design/Development of novel IT system

- EDI
- Knowledge Management and IT
- Role of IT in Project Management
- SAP system/Vendor Selection
- Security and role of IT
- IT Maintenance/Troubleshooting

NOTE:

1. It is mandatory to send only the soft copy for IT specialization projects
2. Rest all the projects needs to be in the form of hard copy in above mentioned manner
3. NOC and guides certification is mandatory
4. All project hard copies needs to be sent to SCDL through the respective corporate coordinator addressing it to the corporate cell
5. Project re-submission would needs a DD for Rs 250/-
6. Project needs to received at SCDL within the validity period of 2 years
7. There wont be any project for the dual specialization except for IT dual specialization

