GUIDELINES FOR PROJECT WORK FOR
SEMESTER IV STUDENTS

As part of the curriculum during the last Semester, students are required to take up project work for the successful completion of the PGDM (DLP) Course.

This project will be assessed on the submission of the soft copy of project report, as well as presentation and the Viva.

1. The project report has to be prepared in Ms Word (as .doc) and uploaded on the website.
2. The presentation has to be uploaded on the web site and
3. Viva will be held online through Virtual Classroom (Video Conference).

1.1   WHAT IS A RESEARCH PROJECT WORK ?

It is an intensive study on a topic. It explores the subject in depth and elucidates information about the problem investigated, the methods used to solve the problem, the results of the investigation and the conclusions inferred and a set of recommendations that can be implemented. Project research can be descriptive or explanatory. In a descriptive study we study the existing systems/ prevailing conditions of the topic under Research. In exploratory study we explore the area of study, by introducing new augments to the existing system and draw inferences and projections.

1.2   WHAT CAN BE STUDIED IN A PROJECT?

The project taken for study can be related to a particular organization. It can be comparison study of many organizations. A project should preferably be conducted in the organization where the student is employed.

1.3   SUGGESTED AREAS OF STUDY:

The list is attached for the same. The student should select one topic from the list of topics relating to his specialization.

1.4   Before embarking on the Project study, the student should identify the problem he intends to study and know the subject under study. He can facilitate this by reading material on the intended study.

1.5   Do you have access to the materials, data, and references for the study?   A review of the Literature i.e., the studies done so far, the topics studied, will give a comprehensive view to the student as to which area of study is found wanting or there is a lacuna. This enables a student to select the area of study that is most recent, and has most application value. This information can be acquired by reading periodicals and recent publications.

1.6   Is a guide available to you? Is the guide adept and well versed with the area of research you want to undertake? The student has to take the necessary permission from the current employer if he intends to conduct the study in the organization he is working.

1.7   As a case study, the student can select his own organization in which he is employed or choose some other organization or could take up an industry vertical. If the topic selected happens to be a general one, then the student can do research from the internet or go through books/periodicals and obtain relevant information for his project.

2.0   SCOPE OF THE STUDY

How valuable is the study to be done by you? Does it have application value? Can it be used for improvement by the organization? The study should highlight its application in day to day functioning or in a specific area of your specialization field.

2.1   The data collected could be primary i.e., gathered by your own observation, or it may be secondary i.e. taken from the records of the organization where the research is being undertaken like balance sheets, control figures, performance reports, sales reports etc.

2.2   Students must ensure that the project undertaken must be an original study.

3.0   SELECTION OF GUIDE

A project report can be conducted with the guidance of the Project Guide. A guide has to be competent person possessing vast experience and knowledge in the field of research the student intends to study. The guide can even suggest to a student any relevant area for research. He / She should preferably be a senior member of the organization where the student is employed or could be from some other organization.

3.1   This set of guidelines for the project work is also given to the guide to ensure that the student abides by the format or project structure laid down by the institution.

3.2   A scanned copy of Certificate from the guide should be included in the Project Report. (See Appendix I)

3.3   It is advisable to prepare the project report under the supervision of a guide as it adds value to the project and also has a weightage in evaluation. However, if it is not possible to have a guide, a student can still submit the project report in which case certificate from the guide as stated in point 3.2 above need not be included in the Project Report.

4.0   STRUCTURE OF THE PROJECT REPORT

A) INTRODUCTION - to the topic under study, e.g. if it is a study on Marketing Research practices, an introduction as to what is Marketing Research and its practices, and other information should be given.

B) BACKGROUND - A brief background about the company/organization under study, like Name, Location etc. and also relevant details like organization structure, existing systems related to the particular subject under study and a brief write up of the problem you want to study in that organization.

C) METHODOLOGY – It forms the crux of the report. It should clearly identify the Problem, the main objectives of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance.

1) Review of Literature can be done included, which indicates the research done so far with regard to the particular subject.
2) The relevant data gathered should be presented in the form of tables, graphs, flow charts etc.
3) Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done.
4) Analysis of the data collected or the effect of the new practices on the existing one.

D) CONCLUSIONS & RECOMMENDATIONS : Based on the study done, what conclusions/inferences can be drawn? Recommendations are based on the conclusions of the study. It is important lo indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost saving techniques, precautions.

E) LIMITATIONS of the study if any should be highlighted.

5. IMPORTANT GUIDELINES FOR WRITING THE PROJECT

1) Students should use simple and good English while writing the report. Avoid grammatical errors.

2) **The report should be submitted as a MS-Word document only and NOT in the form of MS-PowerPoint slide printouts.**

3) The problem and objectives should be specific and clearly stated.   Avoid ambiguity.

4) No aspects of the structure of the report should be omitted.

5) Important to include Bibliography and List of tables

6) The report should also include Certificate from the guide (if help from a guide has been taken) and acknowledgements (if any)

7) **The report should include an Undertaking from the student.**

8) The report should be in about **60-70 pages minimum**.

6. OTHER DETAILS TO BE CONTAINED IN THE REPORT

The following should be included in the Project Report in the same sequence as given below:

1) Acknowledgment - to all those who have helped the student complete the project.

2) Certificate from the guide (if help from a guide has been taken).(See appendix I)

3) Undertaking from Student.

4) Table of contents, chapter wise with the appropriate page numbers.

5) Actual project content following the given format.

6) Bibliography - It is important for students to list the Books

7. FORMAT OF THE PROJECT REPORT

A) **TITLE PAGE :** The first page should contain the following details.

    TOP   **:** The Title of the report in block capitals, properly centered.

    CENTRE   **:** 1) Full name of the candidate in capital letters

                  2) Admission No. (e.g. DPGD/JL11/0001)

                  3) Specialization Name (e.g. SPECIALIZATION: MARKETING)

    BOTTOM   **:** Name of the Institute, Year of Submission (e.g. DECEMBER 2008)

B) **MARGIN**   **:** Left 25mm (1") , Top 25mm (1"), Right 25mm (1"), Bottom 25mm (1").

C) **FONT**   **:** Arial (11 pts) or Times New Roman (12 pts)

D) **PAGE NUMBER :** Shall be at the bottom of the page centrally located.

SUBMISSION: The candidate is required to submit **only online** of the report & the presentation. The candidate has to upload the project work & presentation on the 'Upload PPT' from 'Section for Current Students'. The student has to submit **only the final copy of the Project Report**. The Institute **does not review any draft copies** of the project.

8. ATTENDING THE VIVA :

To attend the 'Online Viva Session' it is essential to have a broadband connection of minimum 256 Kbps.

8.1 The student has to attend the **VIVA** online through Virtual Classroom Facility (video conference). Prior to attending the viva, the candidate has to book in advance the date, and the time slot by visiting Section for Current Students on the website. The booking link will be active from around **1st day of 3rd month upto the 30th of the 3rd month**. Students can give viva through out the week (Monday to Sunday) between 10:00 am to 9:00 pm depending on the availability of the slot. **The slot booking is strictly on 'First cum First basis'.**

8.2 The student has to upload his Project Work and PPT before attending the online viva session.

8.3 Due to any emergency, if a student wishes to change his viva date he can do so by payment of rescheduling fees. Please refer to Annexure 4

8.4 The project report has to be in **.doc format**. Maximum size of the project should be 5 MB.

8.5 The presentation has to be of 10-15 slides. It has to be saved as **.ppt** format (MS_Office 2003) and the size should be maximum 2 MB. The final presentation has to be uploaded on the website in 'Section for Current Student' .

9. REJECTION OF PROJECT

In case of a student's project being not approved, he is not eligible to get final certificate. The student then has to rewrite the project based on the remarks of the evaluator.

The project can be disapproved on the basis of it not being a original study i.e. if it is copied or rewritten from an earlier project, incorrect data, insufficient discussion & analysis, typographical errors, improper presentation of the project matter, mismatch between the problem studied at hand and the methodology i.e. design, insufficient subject matter etc. **If report of two students is found to be identical, both students will be treated as failed.**

10. MARKS FOR THE PROJECT

The project work will carry 200 marks. The minimum for passing will be 50% for the project work.

11. EVALUATION OF PROJECT:

The submitted project report will be sent for evaluation. The project report will be evaluated on the following criteria.

Sr. No.	CRITERIA	MARKS
Part - I		
1	Understanding of the subject and conceptualization of the Key areas.	20
2	Innovative techniques/approach to problem scheme	30
3	Report writing, presentation and certification from guide	30
Part - II		
	Presentation	40
Part - III		
	Online Viva	80
	TOTAL	**200**

12. Last Date for Project Submission

Last Date for project submission is **four months from the date of commencement of last semester**.

PROJECT DATES	BEGINS ON	LAST DATE
SLOT BOOKING FOR VIVA	First day of the 3rd Month	Last day of the 3rd month
UPLOAD OF PROJECT REPORT IN WORD DOCUMENT, UPLOADING POWER POINT PRESENTATION and SLOT BOOKING FOR VIVA	First day of the 3rd Month	Last day of the 6th month
VIVA DATES	First day of the 4th Month	Last day of the 6th month

13. Late submission of project

Students can upload project report / attend viva with late fees of Rs.600/- till 15 more month after last date of submission.

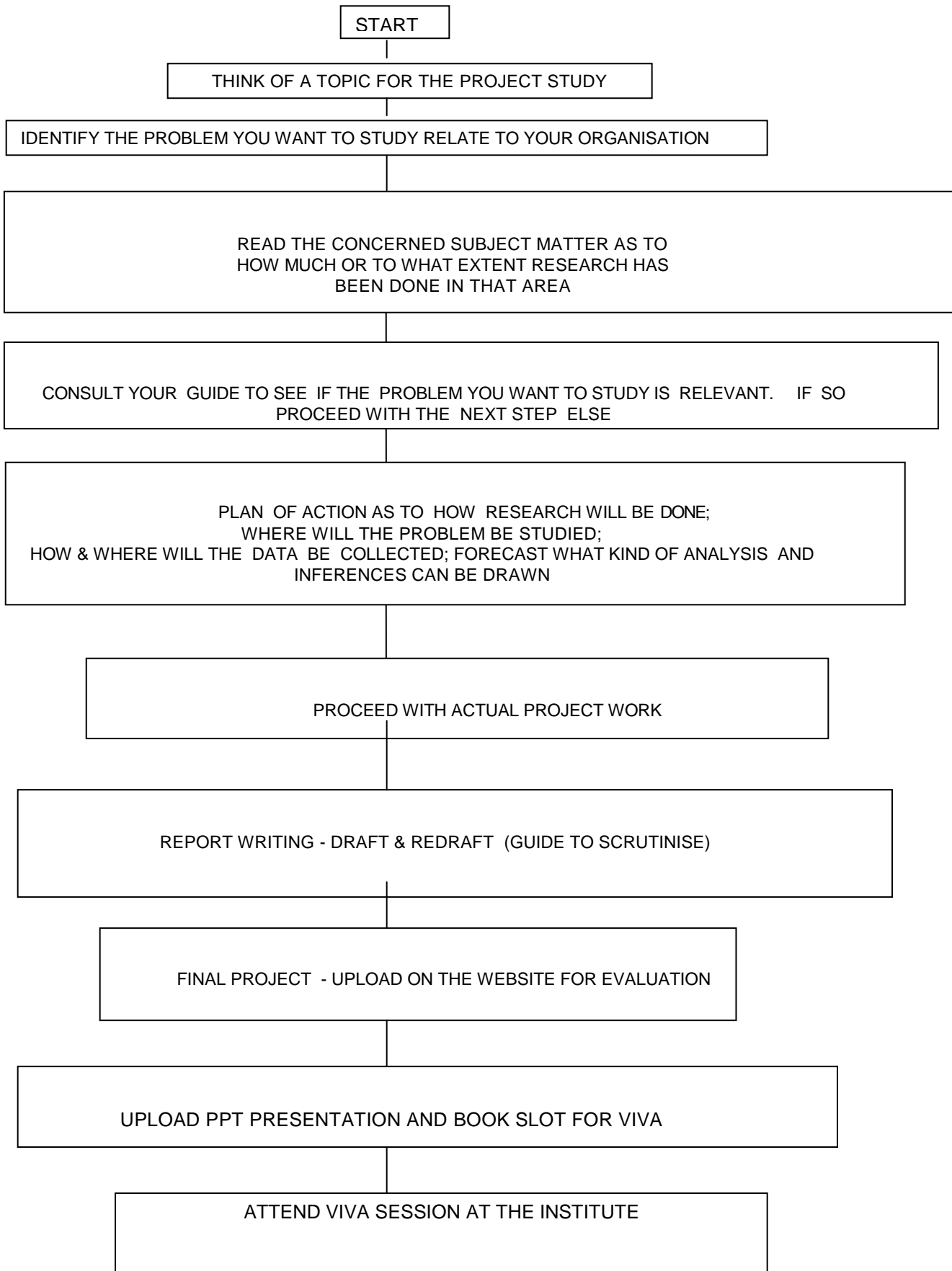**14. Procedure in case of non-submission of Project report / failure to appear for viva :**

Students who could not submit their project report even after the above period:

a) They will be required to pay **Rs.600/-** as re-exam fee.

b) Their project will be evaluated only in the next semester.

c) Their marks as well as certificates will be issued in next semester i.e. the entire process will be late by six months.

ANNEXURE 1

FLOW CHART INDICATING THE BASIC ELEMENTS FOR PROJECT WORK

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                          ┌──────────────┐
                          │    START     │
                          └──────────────┘
                                 │
              ┌──────────────────────────────────────┐
              │  THINK OF A TOPIC FOR THE PROJECT STUDY │
              └──────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │ IDENTIFY THE PROBLEM YOU WANT TO STUDY RELATE TO YOUR ORGANISATION │
     └──────────────────────────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │          READ THE CONCERNED SUBJECT MATTER AS TO           │
     │        HOW MUCH OR TO WHAT EXTENT RESEARCH HAS             │
     │                BEEN DONE IN THAT AREA                      │
     └──────────────────────────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │ CONSULT YOUR GUIDE TO SEE IF THE PROBLEM YOU WANT TO STUDY IS RELEVANT.   IF SO │
     │              PROCEED WITH THE NEXT STEP ELSE                │
     └──────────────────────────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │        PLAN OF ACTION AS TO HOW RESEARCH WILL BE DONE;     │
     │             WHERE WILL THE PROBLEM BE STUDIED;             │
     │ HOW & WHERE WILL THE DATA BE COLLECTED; FORECAST WHAT KIND OF ANALYSIS AND │
     │                 INFERENCES CAN BE DRAWN                    │
     └──────────────────────────────────────────────────────────┘
                                 │
          ┌──────────────────────────────────────────┐
          │       PROCEED WITH ACTUAL PROJECT WORK     │
          └──────────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │  REPORT WRITING - DRAFT & REDRAFT  (GUIDE TO SCRUTINISE)   │
     └──────────────────────────────────────────────────────────┘
                                 │
        ┌────────────────────────────────────────────────┐
        │  FINAL PROJECT  - UPLOAD ON THE WEBSITE FOR EVALUATION │
        └────────────────────────────────────────────────┘
                                 │
     ┌──────────────────────────────────────────────────────────┐
     │     UPLOAD PPT PRESENTATION AND BOOK SLOT FOR VIVA         │
     └──────────────────────────────────────────────────────────┘
                                 │
        ┌────────────────────────────────────────────────┐
        │       ATTEND VIVA SESSION AT THE INSTITUTE       │
        └────────────────────────────────────────────────┘
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ANNEXURE 2

CERTIFICATE FROM THE GUIDE

This is to certify that the Project work titled…………………………………………..

is a confide work carried out by....................................………………………………………..

(Admission No.).. a candidate for the /Post Graduate Diploma examination of

the Welingkar Institute of Management under my guidance and direction.

SIGNATURE OF GUIDE :

NAME   :

DESIGNATION :

ADDRESS   :

STAMP/SEAL OF THE ORGANIZATION :

DATE:

PLACE:

ANNEXURE 3

UNDERTAKING BY CANDIDATE

I declare that project work entitled ".."

is my own work conducted as part of my syllabus .

I further declare that project work presented has been prepared personally by me and it is not sourced from any outside agency. I understand that, any such malpractice will have very serious consequence and my admission to the program will be cancelled without any refund of fees.

 I am also aware that, I may face legal action, if I follow such malpractice.

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Signature of Candidate

ANNEXURE 4

INSTRUCTIONS FOR RESCHEDULING OF VIVA.

Viva re-scheduling can be done only prior to viva date planned originally. In case you are not able to attend the viva scheduled on a particular date, then you can opt for rescheduling of your viva. You can follow the below steps and reschedule your viva from the confirmation slip itself.

1. Click on 'Reschedule Viva' on the online Confirmation slip.
2. A calendar will open which will show the availability of the dates & slots.
3. If there is availability & you wish to reschedule on that date then you can go for payment.
4. To make the payment, click on the 'Pay Now' button.
5. This will direct you to the online payment which can be done through Debit Card, Credit Card or Net Banking facility.
6. On completing the transaction successfully, the calendar will open where you can book the chosen viva date & slot.

Viva slot booking is on 'First come First Serve' basis, thus availability of slots is totally an online procedure.

In case you face any difficulty completing the transaction, you can contact the institute on 022-65272976 / 65272978, 40510025 or mobile no. 9220686681. You can also communicate to our email id pgdmdllp@welingkarmail.org.