

Manual

For

MBA Project Report



**KENT Institute of Higher Education
GHAZIABAD**

Manual For MBA 2 Years Degree Course

Guidelines, Procedures and Rules for MBA Project

This instructional manual gives guidelines, procedures and rules for the Project which is a compulsory requirement for the award of *Master of Business Administration* at KENT Institute of Higher Education (KENT), Ghaziabad.

Objective

The objective of having a Project is to give an opportunity to the students to learn various management practices which are actually practiced by top managers and executives, management systems like level of hierarchy, communication strategy & pattern, importance of inter-personal relations and organizational complexity. To facilitate students get to know the industrial / corporate environment and most importantly they get an insight what corporate would expect when they will join their jobs in actual. This is to be achieved through substantial contribution of knowledge acquired by integration of theory and practice pertinent to the understanding and resolution of scenario or problem at hand, science of collecting data, *analysis*, construction and deployment of most appropriate solution. The Project Report should demonstrate your competence in handling a sub set of real business problem and engineering your various skills. It is pertinent to note that the Project Report represents a visible concrete output and would stand as testimony of the student's demonstrated managerial skills.

Distribution of Project Report Marks

Preparation of Project Report - 50 marks
Presentation & Viva - 50 marks

Milestones and Deliverables

Joining Report date	:	within 10 days from Joining
Project Report (hard Copy and CD)	:	30 th December, 2010
Project Presentation and Viva**	:	February 1 st Week, 2011**

** Exact Schedule will be announced later on.

Topic for Project Report

- i) The selected topic should be problem oriented as well as product, market and Industry specific.
- ii) It must have the potential to make a significant research work of products or services in relation to the identified problem.
- iii) It should pertain to original and individual work performance. Exactly same work should not be assigned to more than one student. In case, the project size is large and needs to be allocated amongst team members, the project title and scope shall clearly address the role for a module or unit assigned to individual. *(This would be considered only in a special case and will need approval of the Program Coordinator /Centre Head (Study Centre)).*
- iv) *Students cannot change the project in between the project duration in any circumstances.*

Project Report Guides

For supervising and guiding the project, the student would be consulting project guide from the KENT faculty. The Program Coordinator in consultation with Centre head will announce Faculty Guide for each student before commencement of the project.

Guidelines for carrying out the Project & its Report Preparation

Project work will start from the 15th May for JANUARY session and 15th Nov for JULY session. Students are required to obtain the joining report and clearly mention respective guide form Industry with his/her contact number and same shall be submitted to the respective faculty guide with copy to Program Coordinator. Research problem should be market, product and industry specific.

Project Report submission Schedule:

Three hard bound copies and one CD of the Project Report should be submitted to the Program Coordinator by Dec 30th, 2010 duly approved & signed by faculty guide.

Late Submission Norms

If any student fails to submit his/her Project by specified date he/she has to pay a fine of Rs 500 /- for next 15 days. After 15 days no project report will be accepted and student will be awarded "F".

Institute will retain one copy of the submitted project report and send other copies to the University.

Components:

The Project Report should appear in the following order:

- 1) Cover Page (Appendix 1)
- 2) Second Title Page (Appendix 2)
- 3) Certificate from Study Centre (Appendix 3)
- 4) Organization Certificate if applicable (Appendix 4)
(Dully signed by the supervising workplace guide as well as head of the dept.)
- 5) *Acknowledgement*
- 6) Table of Contents
- 7) List of Tables & Figures
- 8) Introduction
- 9) Analysis
- 10) Findings
- 11) Conclusion
- 12) Suggestions
- 13) Abbreviations & Appendices
- 14) References / Bibliography

Evaluation

A designated evaluation sub-committee will evaluate the student on a given Performa as per following parameters:

1. Project Presentation
2. Contents and Organization of project report
3. Response to questions by the panel
4. Level of contribution in the over all project
5. New skills acquired during the project work
6. Use of tools and techniques
7. Written Communication skills
8. Analysis and Design Ability
9. Use of Tools and Techniques
10. Adherence to working schedule

Format for the Cover page of the Project Report

Project Title

Project submitted

in

Partial Fulfilment of the Requirements for the Award of
Master of Business Administration
(from Maharshi Dayanand University)

By
Name
Roll No.

KENT Institute of Higher Education

Second page of the Project Report

Project Title

Project submitted

in

Partial Fulfilment of the Requirements for the Award of
Master of Business Administration
(from Maharshi Dayanand University)

MDU LOGO

By

Name:

Father's Name:

Roll No.:

Enrollment No.:

Study Centre Code:

Date of Submission:

Certificate from Study Centre

This is to certify that Mr. /Ms. _____
(Roll No. _____), a student of the **Master of Business Administration** has
successfully completed his/her Project titled " _____ "
for the period from _____ to _____.

This project is submitted by Mr./Ms. _____ in partial fulfillment
of the requirements for the award of **Master of Business Administration**.

The project is submitted following my approval and satisfies the rules and guidelines
defined by MDU for the project.

Name and Signature of Project Guide

Dated: _____

Signature and seal of Study Centre Head

<On Company's Letter Head>

To Whom It May Concern

This is to certify that the Project titled " _____" being submitted by Mr./Ms. _____, student of KENT Institute of Higher Education, Ghaziabad in partial fulfillment of the requirements for the award of MBA degree has been completed under the supervision of Mr./Ms. _____ at <Organization Name, Address> during the period from _____ to _____.

The work has not been submitted to any other institution or University for the award of any degree/diploma to the best of our knowledge.

HOD
Designation
Organization Name
Address

Dated: _____