

**SCHOOL OF DISTANCE EDUCATION  
ANDHRA UNIVERSITY**

**MBA PROGRAMME (Final Year of 2-Year & 3-Year Programme)**

**PROFORMA FOR PROJECT PROPOSAL**

Reg.No. \_\_\_\_\_ Study Centre \_\_\_\_\_

Name and Address of the Student : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Nos. : \_\_\_\_\_

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 : \_\_\_\_\_  
\_\_\_\_\_

Phone : \_\_\_\_\_

Is the guide an Academic Counsellor of  
MBA programme of SDE ? : YES / NO

If yes, name of Study Centre and the  
Courses of counseling and since when: \_\_\_\_\_  
\_\_\_\_\_

Experience (in years) : Teaching \_\_\_\_\_ Executive \_\_\_\_\_

No. of students working under the  
Guide for Project Report : \_\_\_\_\_

Signature of the Student

Date :

Signature of the guide :

Date :

**Note : Enclose the Synopsis of the Project and Bio-data of the guide**

(For Office Use only)

Synopsis	Supervisor
Approved	Approved
Approved	Not Approved

## GUIDELINES FOR PREPARATION OF PROJECT REPORT

Students of MBA Programme will have to take up project work in the final year.

1. The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to be management.
2. The topic for 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 :**

3. The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Course Co-ordinator, MBA Programme. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.
4. Eligible Project guide may be taken from any one of the following :
  - (i) Faculty of Department of Commerce and Management Studies of University Campus, PG Centre, Kakinada, PG Centre, Vizianagaram, PG Centre, Tadepalligudem.
  - (ii) Academic Counsellors of MBA Programme of SDE.
  - (iii) Teaching faculties of Departments of Commerce and Management of any other university recognized by Andhra University
  - (iv) Senior Executives holding Master's Degree in Management or allied discipline with a minimum of 10 years of experiences.

Students are advised to send their project proposal (synopsis) and Biodata of the Guide (in case of ii, iii & iv above) which must be duly signed by guide to the Course Co-ordinator. If the proposed guide is not acceptable, the student shall be advised accordingly and in such cases, the student should change the guide before the proposal is considered for approval. Similarly if a student wants to change his/her guide after some time, he/she would be required to submit the project proposal along with the signature of the new guide on a new project proposal proforma. At any given point of time a guide should not have more than ten students.

**Note:** Students are advised to select their guides who are either teachers or active Professionals in the relevant area of the selected topic.

1. The Project Proposal shall be sent in proforma (format) along with one copy of synopsis and bio-data of the guide to the Course Co-ordinator for approval. Proposals incomplete in any respect will straightway be rejected. Students are advised to retain a copy of the synopsis.
2. Communication for approval/non-approval of the project proposal will be sent to the candidate within one month of the receipt of the proposal.
3. Communication of non-approval of the proposal will be accompanied by comments/suggestions for reformulating the project, the revised project proposal should be submitted in the new proforma. A copy of rejected synopsis and project proposal proforma wherein the comments or suggestions of the evaluation are given should also be submitted.
4. **Preparation of Project Report :**
  - i. The report should consist of (a) significance of the study, (b) Objectives, (c) Sampling and Methodology, (d) Statistical Techniques used, (e) Limitations, if any, and (f) guidelines for future research.
  - ii. The length of the report shall be in between 60 and 80 double spaced typed A4 size pages (excluding appendix and Exhibits). The report is to be submitted in a bound volume.
  - iii. The Project Report should also contain :
    - a) Project Approval letter
    - b) Synopsis
    - c) A Certificate from the organization where the candidate underwent Practical Training for a period of eight weeks.
    - d) A statement from the candidate mentioning that the work is a original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of study.
9. One typed copy of the project report is to be submitted to the Course Co-ordinator before the due date as communicated in the Academic Calendar. One copy of the report is to be retained with the student and produced at the time of Viva-Voce Exam. The copy sent to the University will not be returned.