



YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

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Dr. Pandit Palande
Director School Of Commerce & Management

Date: - 05th Jan 2010

Dear Student,

You are aware that the students of BBA programme (Insurance & Banking) are required to submit a project Report at the end of the third year. The project work carrying 150 marks is a very important constituent of the MBA programme. Out of these 150 marks 75 marks allotted by the study and the University allots 75 marks.

In order to select a topic for project work and complete it in stipulated period of time, one has to start from the IInd year and plan systematically the activities leading to completion of project work. Although we have provided you a tentative list of topics for project work, one can select any topic of interest and do a project on that topic. However, for proper understanding of the problem taken up and following a systemic research process, it is very necessary to have proper guidance. I would, therefore like to request you to consult guide about the topic that you want to take up for research.

The synopsis should be prepared very carefully and it should give a complete idea of your proposed work.

Many project synopses are rejected on the grounds that the objectives, hypothesis or research methodologies are not clear. You are therefore requested to prepare your project synopsis properly in consultation with your project synopsis properly in consultation with your guide.

I am enclosing herewith a note, which will help you in preparing the synopsis and other formalities that have to be completed at the submission of the synopsis. Please go through the note carefully and prepare your synopsis on the lines given.

You are requested to submit your synopsis before 31st January 2010 and submit your project report before 31st March 2010

Thanking you.

Yours

Pandit Palande

Encl: - Project Guidelines.

BBA (Insurance & Banking)

**Guidelines for Project work.
(BIB 309)**

For the year 2010-11



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Dr. Pandit Palande

Director

**School of Commerce & Management,
Yashwantrao Chavan Maharashtra Open
University Nashik 422222**

Guidelines for Project Work

Project work is an important constituent of the B. B. A. programme. The following guidelines will help clarify many procedural aspects regarding project completion. A student can take up Project work only after admission into the third year of the BBA programme.

(1) Objective

The objective of the project component of the B. B. A. programme is to help the student develop the ability to apply multidisciplinary concepts, tools and techniques to solve organisational problems.

PROJECT PROPOSAL (SYNOPSIS)

(2) Proposal Formulation

The synopsis of a project should be prepared in consultation with the 'project supervisor' and sent to **The Director, School of Commerce & Management**. The synopsis should clearly state the objectives, hypothesis and research methodology of the proposed project to be undertaken. It should give full details of the sampling procedures, instruments to be used, limitations if any, etc.

Note: Students are advised to select as their supervisors those who are active professionals in areas relevant to the selected topic. For example, if the topic is in the area of finance, the supervisor should be a specialist in Finance and so on.

Students are advised to send the Bio-data of the proposed 'Project Supervisor' along with the Synopsis to The Director, School of Commerce and Management. In case the proposed 'Project Supervisor' is not found acceptable to the university, the student shall be advised to change the 'Project Supervisor' before the Proposal is considered for approval. In case of an academic counsellor, it should be clearly mentioned as to which are the courses he is doing counseling for and since when along with the name and code of the study center he / she belongs to.

At any given point of time a supervisor may give guidance to a maximum of five students.

(3) Criteria for selection as a 'Project Supervisor'

An individual, in order to be considered, as a 'Project Supervisor' should fall within any one of the following categories:

- (a) YCMOU academic counsellors of the B. B. A. programme, having relevant experience.
- (b) Professionals holding the Masters' degree in management or concerned discipline and having a minimum of 5 years of experience in the relevant area.

(4) Project Proposal Submission and Approval

After finalizing the topic and the selection of the supervisor, students should send the Project Proposal Performa along with the synopsis and signed bio-data of the supervisor to The Director, School of Commerce & Management, for approval by the School of Management Studies. A proposal incomplete in any respect will not be entertained under any circumstances.

(5) Communication of Approval

A written communication regarding the approval / non-approval of the project proposal will be sent to the concerned students within six weeks of the receipt of the proposal in the School. In case of non-approval, suggestions for reformulating the project will be communicated. In such cases, students will be expected to resubmit the modified project proposal.

PROJECT REPORT

(6) Formulation

- (a) The length of the project report may be about 50 to 60 double spaced typed pages, generally not exceeding 18,000 words (excluding appendices and exhibits). However 10% variation on either side is permissible.
- (b) Each project report must adequately explain the research methodology adopted and the directions for future research.
- (c) The project report should also contain the following:
 - (i) Copy of the Proposal Performa and synopsis.
 - (ii) Certificate indicating originality of the work done. (Please see the 'important notes' given below)

(7) Submission of Project Report

Two typed copies of the project report are to be submitted to The Director, School of Commerce & Management of the University.

(8) List of Topics

An illustrative list of topics is enclosed herewith to give an idea as to what kind of topics may be selected for project work. Students may feel free to select their topics outside this list.

(09) Enquiries

Enquiries regarding the approval of project proposals and project reports should be addressed to The Director, School of Commerce & Management, Yashwantrao Chavan Maharashtra Open University, Nashik.

Important notes for submitting the Project Proposal

- 1 Send only one copy of the Project Proposal.
- 2 "PROJECT REPORT FOR BBA (Insurance & Banking)" should be written prominently on the envelope and the copy should be addressed to the Director, School of Commerce & Management, Yashwantrao Chavan Maharashtra Open University, Nashik

- 3 In all the correspondence with the University, quote the Project Proposal number / Project report number, as the case may be, as given by the University.
- 4 Ensure the inclusion of the following items while submitting the Proposal:
 - (a) Proforma for Approval of Project Proposal duly filled and signed by both the student and the supervisor.
 - (b) Bio-data of the supervisor with his / her signature.
 - (c) Synopsis of the Project.

5 **The Synopsis of your Project Proposal should include the following:**

- (a) **Introduction, Importance and Significance of the Study**
- (b) **Rationale**
- (c) **Objectives**
- (d) **Hypothesis**
- (e) **Research Methodology**
- (f) **Expected contribution**
- (g) **Chapterisation**

The synopsis should be at least 5 to 7 typed pages and must be submitted in the above format.

- 6 The Project Report should be submitted in A-4 size, (29 x 20 cm) typed in double space, in a bound volume.
- 7 Before binding the Project Report the student should ensure that it contains the following:
 - (a) Approved Project Proposal Proforma.
 - (b) Synopsis, and
 - (c) An Originality certificate.

[Candidates should submit a statement, certifying that the work is an original one and has not been submitted earlier either to this University or to any other Institution for fulfillment of the requirement of a course of study. The above certificate should be countersigned by the Project Supervisor.]

If any Project Report is received, without (a), (b) or (c) as given above, the same will be rejected or returned to the students for compliance.

- 8 **Two typed copies** of the project report are to be submitted to the Director, School of Commerce & Management by Registered insured post.
- 9 Kindly mention on the top of the envelope "PROJECT REPORT" This will facilitate sorting out Project Reports received.

10 The student should keep a copy of the Project Report with him. The Project Report submitted to the university will not be returned to the student. It will be kept in the Library of the School and in the YCMOU Central Library.

Illustrative List of Topics

- 1 A computerisation study Design & Development of a financial Accounting System.
- 2 Assessing Market Opportunity for Introducing “Erasable Optical Disk – Computers” to the Indian Market.
- 3 Budgeting System in marketing Co- Operative Organisation.
- 4 Pricing Services at International Airports in India – issues and Practices.
- 5 A Study of dividend Practices in selected companies of Birla Group.
- 6 Management of Change in an Institution.
- 7 Management control system – a case study of FCI.
- 8 Performance of Public Enterprises with Special Reference to APSRTC.
- 9 Survey to Assess the Effectiveness of Advertisements published by Escorts Ltd.
- 10 Consumption Behaviour & Consumption Patterns of Employees of Kothagudem occupational Analysis.
- 11 Buyer behavior in the pocket calculator market.
- 12 Performance Evaluation & Practices in a Professionally Managed Enterprise & a Family Run Enterprise- A Comparative Study.
- 13 A Study of Training Effectiveness in Maharashtra Zone of UCO Bank.
- 14 A Study of Credit Cards In Indian Scenario.
- 15 Voluntary Disclosure Practices in India (with Sp1.reference –industry).
- 16 Impact of Marketing Strategies on Detergent Consumption in IRI Colony Roorkee.
- 17 Personnel Policy For Scientific & Technical Manpower in India.
- 18 Management Control of Projects in Construction Industry.
- 19 Consumer Survey for Cadbury’s Drinking Chocolate (CDS).
- 20 Labour welfare and social security measures with special reference to “M/s JCT Ltd”.
- 21 Organizational Climate and Leadership.
- 22 Design of Personnel Information System for Indian Air Force.
- 23 A Case Study of A.P. State Financial Corporation.
- 24 Market Analysis of Wrist Watches.

- 25 A Critical Study of Performance Appraisal System in the Department of Telecommunications.
- 26 Consumer Behavior and Life Style Marketing with Purchase Process and Post Purchase Behavior.
- 27 Management Information System in Banking Industry.
- 28 Effectiveness of Financial and Non-Financial Incentives as Motivators for Sales Personnel.
- 29 Impact of Management Development Programme on Executive Performance & Potential.
- 30 Telecommunications System in India.
- 31 Mahindra Jeep Vs. Maruti Gypsy Study of Competition in the four-wheel drive utility vehicle market in Maharashtra.
- 32 Problems Encountered in Launching a New PC in the Indian Market.
- 33 Job Satisfaction and Mental Health of Bank Officers in India.
- 34 Financing Through IFCI and ICICI- A Comparative Study.
- 35 Marketing Strategies for EPABX & PBT
- 36 Entrepreneurial Competence as Determinant of Entrepreneurial Success- Indian Context.
- 37 Divided Policies and Practices- A Case Study of Selected Companies in Textile Industry.
- 38 Costing of Aluminum Electrolytic Capacitors in Keltron.
- 39 Functional Analysis and Comparative Study of IDBI with other DELs.
- 40 Turnaround Mgt. In Public Sector- A Case Study.
- 41 Study of Administered Pricing in An Oil Refinery.
- 42 Profitability Design of a Bank Branch through Break Even Analysis.
- 43 Performance Review and Viability Study of a Public Enterprise.
- 44 Capital shutdown planning with PERT/CPM for a Refinery Plant.
- 45 "Management Information System" in Indian Oil Co.Ltd.
- 46 Study of Factors Affecting Organizational Structure in a Fast Growing Company.
- 47 The Role & Contribution of the whole time Director (Mahindra & Mahindra, Nashik) in Strategic Decision Making.
- 48 The Grievance handling mechanism of two organizations.
- 49 Liquidity analysis through ratios and cash flow.
- 50 Government policy and export –oriented units-pitfalls and action for future.



PROFORMA FOR APPROVAL OF PROJECT PROPOSAL [BIB 210]

P.R.N. No. _____ Study Center Name & Code: _____

(1) Name and Address of the Student: _____

Pin code: _____ Contact No.: _____

(2) Title of the Project: _____

(4) Name and Address: _____
Of the Supervisor

(5) Is the Supervisor an Academic Yes: _____ No: _____
Counsellor of the Management
Programme of YCMOU

(6) If Yes, Name of Study Center and _____
The course /s he / she is counseling
For and since when: _____

Signature of Student

Date: / /20

Signature of Supervisor

Date: / /20

Please do not forget to enclose the synopsis of the project and the Bio-data of the Supervisor.

FOR OFFICE USE ONLY

SYNOPSIS	SUPERVISOR
Approved	Approved
Not Approved	Not Approved

Suggestions for Reformulating the Project

Signature of Director

Date: / /20