

SRM B-SCHOOL, SRM UNIVERSITY, VADAPALANI, CHENNAI.

Guidelines for II year MBA Project 2012-13

1. The students are advised to collect the project requisition letters from the Head of the Department. Initially 3 copies will be given to each student and subsequent copies, can be duplicated if needed.
2. The students should take individual interest to approach companies and get projects on the specialization/s undertaken by them. Any project if found unrelated to the specialization/s undertaken by the student, will be rejected.
3. All the students should take project offer letter from the companies and a copy of the letter should be handed over to the respective guides on or before **5th March 2013**.
4. The students should report to their respective guides immediately after getting the project. The project review is done through 5 periodic review schedules. The schedule dates are as follows:

1st Review: 11th March - Agenda: Project Title

2nd Review: 20th March - Agenda: Problem Identified / Methodology

3rd Review: 1st April - Agenda: Data Collection

4th Review: 15th April - Agenda: Data Analysis

5th Review: 1st May - Report Preparation

10th May - Report Submission.

5. The students should report to the guides on the dates specified above, in person. However, those who are doing projects outside Chennai can either call up their guides to inform the status or send an email, describing the status of the project. **Reporting on review dates is compulsory**, otherwise students will not be permitted to submit their projects.
6. After the completion of the project, the students should collect Project Completion Letter from the companies where they did their projects and a copy of the same should be handed over to the project guides. Copies should also be kept in the hard copies of the project. Original certificate should be produced for verification on the day of the Viva-Voce Examination. The students will not be permitted to submit the project without project completion letters.
7. Two students should not do the same project. Any duplication if found will result in the rejection of both the projects.
8. One hard copy and one soft copy (on rewritable CD) of the project should be submitted after completion, strictly adhering to the format prescribed.

Binding Instructions: Soft Binding - Blue colour cover. Use Bond Sheets only for inside typing.

9. Pages upto the last page of "LIST OF ANNEXURES" should be numbered in Roman Numerals - I, II, III, IV etc. While pages from "CHAPTER 1" should be

- numbered normally - 1,2,3,4,5 etc. "BIBLIOGRAPHY" pages need not be numbered.
10. The total number of typed pages including pictures, tables, graphs, photos etc., should not exceed 100 pages starting from page: **"CHAPTER 1". However no project which is less than 50 pages will be accepted.**
 11. Source of the information should be acknowledged wherever required.
 12. Students are advised to check for grammar, spelling mistakes and line alignment before submitting the final draft to the Project Guide.
 13. Students should take signatures of the Project Guide and Head of the Department on the hard copy, before submission.
 14. Incomplete projects will not be entertained and the student may be asked to re-do the project, if it is found to be incomplete or insufficient or if found not adhering to the format prescribed.
 15. The project content should be arranged in the following order.
 - a. TITLE PAGE
 - b. BONAFIDE CERTIFICATE
 - c. DECLARATION
 - d. COPY OF THE PROJECT CERTIFICATE
 - e. ACKNOWLEDGEMENT
 - f. ABSTRACT
 - g. TABLE OF CONTENTS
 - h. LIST OF TABLES
 - i. LIST OF FIGURES & GRAPHS
 - j. LIST OF ANNEXURES
 - k. CHAPTERS
 - l. ANNEXURES
 - m. BIBLIOGRAPHY

Sample pages with formatting instructions, for each content given above is given in the following pages.

-----**PROJECT TITLE**-----

(Font size: 14 Caps, Center, Times New Roman, Bold; Line Spacing 1.5)

(2 spaces)

Submitted as a part of MBA II year Course Requirement

By

-----**Name of the Student**-----

-----**Regn. No.**-----

(Font Size: 14 Times, Bold; Center, Line space: 1.5)

(2 Spaces)

Under the guidance of

(Name of the Project Guide, Font Size: 14 Times, Bold; Center, Line Space: 1.5)



SRM B-SCHOOL

FACULTY OF ENGINEERING AND TECHNOLOGY

SRM UNIVERSITY (RAMAPURAM II)

VADAPALANI, CHENNAI

(Font size: 14 Caps, Center, Times Bold; Line Spacing 1.5)

BONAFIDE CERTIFICATE

This is to certify that _____
(Name of the student with Regn. No.) is a Bonafide Student of SRM B-School, SRM University, Vadapalani, Chennai. She / he is in the II year of Masters Degree Program in Business Administration (MBA). She / He has done this project under my guidance and supervision towards part fulfillment of II year MBA course requirement.

Project Guide

HOD

Date:

Place:

DEPARTMENT SEAL

DECLARATION

I(Name of the Student with Reg. No.) studying in II year MBA program at SRM B-School, SRM University, Vadapalani, Chennai, hereby declare that this project is an original work of mine and I have not verbatim copied / duplicated any material from sources like internet or from print media, excepting some vital company information / statistics and data that is provided by the company itself.

Signature of the Student

Date:

Place:

ACKNOWLEDGEMENT

(Font size: 14 Caps, Center, Times Bold; Line Spacing 1.5)

(The text should be typed in 1.5 line spacing, Font Size: 12, not exceeding 1 page)

ABSTRACT

(Font size: 14 Caps, Center, Times Bold; Line Spacing 1.5)

(The text should be typed in 1.5 line spacing, Font Size: 12. A summary of the project and major observations made; should not exceed 1 page)

TABLE OF CONTENTS

	Page Number
CHAPTER 1	INTRODUCTION
1.1	COMPANY BACKGROUND
1.2	STATEMENT OF THE PROBLEM
1.3	OBJECTIVES
1.4	NEED FOR THE STUDY
1.5	SCOPE & SIGNIFICANCE OF THE STUDY
1.6	LIMITATIONS
CHAPTER 2	REVIEW OF LITERATURE
2.1	NEWSPAPER ARTICLES
2.2	MAGAZINE ARTICLES
2.3	INFORMATION FROM WEB
CHAPTER 3	RESEARCH METHODOLOGY
3.1	POPULATION / SAMPLE SIZE
3.2	SAMPLING TECHNIQUE
3.3	QUESTIONNAIRE
3.4	HYPOTHESIS
3.5	TOOLS USED FOR ANALYSIS
CHAPTER 4	DATA ANALYSIS
4.1	CLASSIFICATION
4.2	DESCRIPTIVE STATISTICS
4.3	HYPOTHESIS TESTING
CHAPTER 5	INTERPRETATION & FINDINGS
5.1	DATA INTERPRETATION
5.2	MAJOR FINDINGS
CHAPTER 6	SUGGESTIONS & CONCLUSION

LIST OF TABLES

Table Nos.	Table Heading	Page No.
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(Tables appearing in the project should be numbered normally as 1,2,3 and so on. Table alignment: Center, Font: Times New Roman 12)

LIST OF FIGURES / GRAPHS

S.No.	Heading	Page No.
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(Figures appearing in the project should be numbered normally as 1,2, 3 and so on.. Figure alignment: Center)

LIST OF ANNEXURE

S. No.	Annexure Heading	Page No.
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(Annexure appearing in the project should be numbered normally as 1,2,3 and so on. Annexure should be kept after the Chapters, and before Bibliography pages)

CHAPTER 1

INTRODUCTION

(Chapter number and title: Font: 14 Times New Roman, caps, 1.5 line spacing,
alignment: center)

1.1 COMPANY BACKGROUND

(Font: 12, bold, times, caps, left aligned.

(The text should be typed in 1.5 line spacing, Font Size: 12, Alignment justified,
Figures and Tables should be centrally aligned with double spacing from text area)

BIBLIOGRAPHY

(The articles should be arranged in alphabetical order according to the format given below)

1. “Marketing Management” by Philip Kotler, 13th Revised Edition, Pearson Education.
2. “Spice Telcom takes a giant leap in VAS”, www.thetimesofindia.com, 21st June 2010.
3. “TRAI holds back number portability”, Business Line, 6th April 2008.