



Lingayas Institute of Management and Technology (Autonomous)

Approved by AICTE - New Delhi & Permanently Affiliated to JNTUK, Kakinada,
Accredited to NBA (UG-CSE) & NAAC with "A" Grade

Viveka Nagar, Madalavari Gudem, Nuziveedu Road, Vijayawada. Pin: 521212

LIMAT MBA Project guidelines

Significance of the Project work

The motive of the project work is principally to demonstrate the application of knowledge and skills acquired during the course work, by studying and analyzing a selected domain systematically while suggesting solutions to the selected domain. Other way, project work is one of the best way to apply what one has learnt as theory and it provides an opportunity to work for a real time concept or an industry problem and apply management concepts scientifically, which enables the application of conceptual knowledge in a practical situation, conducting a study systematically and presenting its finding in comprehensible report.

Project is a full time activity to be opted by the students after the completion of second semester for a period of not less than 6 weeks (i.e., 45 days). The students can plan to opt for an appropriate project area even after the completion of first semester as a matter of foresight. During the project period, students have to select a project idea of their interest in line with the specialization the students belong to. The student shall follow the standard process defined by the institution or department, prior to initiating the project to take maximum benefit from the project work. It shall be assured that the final project report is complete in all respects, only once all the steps defined are addressed, consequently, ascertaining the evaluation of the project work via viva-voce. Students need to adhere to every timeline given in schedules for successful completion of the project work.

There are many objectives for pursuing a project work, to name a few:

1. lays down a platform for the students to get comprehensive knowledge in the project domain area of specialization they have opted
2. implement the theoretical concepts in practical applications i.e., working scenario of an industry by being a member and observer in the industry for a specified period.
3. lays down a pavement to gain hands on experience on problem identification and definition, defining objectives, highlighting the scope, questionnaire preparation, methodology for



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conducting the study, data collection process, practical use of tools, analysis and drawing inference from the collected data, etc.

4. improve communication skills pertaining to both documentation preparation and presenting the project idea and work.

5. helps in appropriate decision making, which would reflect on steering the future career prospectus.

Procedure for selecting a project idea or topic

In order to opt a topic for project work and complete it in the stipulated time period, students have to start working from the first year and plan the activities systematically leading to completion of project work. The students have a leeway in opting for a topic of their interest and execute the project or else they can opt for an appropriate topic from list of topics that would be provided by the department to carry out the project work. However, proper guidance shall be provided by the department for proper understanding of the problem taken up and carrying out a systematic research process.

The concerned departmental faculty shall interact with public and private sectors and large scale organizations to get a list of projects which are available with them every year. The faculty will also work on to list the projects from the previous data base of projects the students completed earlier, it is easy to identify the industries that are offering projects to the students along with their contact details like phone numbers and mails.

Required information shall be procured from alumni on probable opportunities of projects available in their organizations in various domains or functional areas with information on their contact numbers. This would either directly or indirectly help in identifying the projects in their (alumni) work places, get the objectives, domains, tools, and expected outcomes, or help in identifying whom to interact for better success of the project idea. If needed, a meeting shall be called for an interaction with the alumni to decipher the gravity of pursuing the project work.

A freehand shall be given to the current students to find references of their family members or cousins, friends and siblings, neighbors, or friends of their parents from their organizations and



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bring at least two company names as reference for projects in the area of specialization they are choosing.

Criteria for opting specialization

This is the most important area where majority of the students get confused and have number of doubts. Therefore it is advised that the student shall discuss the topic with the concerned guides. These are a few options taken into consideration while opting for a project domain with specialization:

- ✓ Availability of guides in the specialization opted for
- ✓ Educational background from graduation and their specializations
- ✓ Personal interest
- ✓ Student's passion
- ✓ Career options available in a specified field
- ✓ Topic should be relevant and contemporary
- ✓ Real world issues
- ✓ Availability of data
- ✓ Time available at hand
- ✓ Specific

Finance: It is the allocation of assets and liabilities over time under conditions of certainty and uncertainty. A key point in finance is the time value of money, which states that a unit of currency today is worth more than the same unit of currency tomorrow.

The broad fields of this area are:

- Investment management
- Strategic management accounting
- Security analysis and portfolio management
- Microfinance
- Financial derivatives etc.



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Marketing: It is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing activities are numerous and varied because they basically include everything needed to get a product off the drawing board and into the hands of the customer. The broad field of marketing includes activities such as:

- Product and Brand Management
- Promotion and Distribution Management
- Consumer Behavior
- Global marketing

Human Resource Management: It is fundamentally an expression of an organizations belief in the employee element of that organizations success. The ability of HR to add value lies in its ability to leverage the tools that it has at its disposal, these include:

- Recruitment & Selection
- Workforce Planning
- Performance Management, Training and Development
- Industrial Relations / Employee Relations / Employment Relations

Orientation on Specialization

Students will be given an orientation program on various specializations offered by the LIMAT i.e., Finance, Marketing and Human Resource Management. The concerned departmental faculty in collaboration with the research and consultancy (R&C) will explain and discuss the basic orientation required for selecting the specializations along with sharing the prospective job opportunities available with each of the selected specializations keeping in view the student's interest.

Project allocation

After understanding the specializations chosen by the students and checking the opportunities available with different organizations for project work, the department shall segregate the students on the basis of their merit and specializations, and offer the project list to opt for the project idea or area.



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The concerned departmental faculty members (internal guides) shall conduct a meeting with the students and explain points emphasizing on the necessity of project domain areas, tentative title, description of the work to be undertaken, research methodology to be followed, sources of data and statistical tools that can be used for the projects.

Based on the complete choice of students, Names of the guides allotted for each of the student will be displayed on the notice board. Students have to be in constant contact with the guides during their practical work in the organizations.

Each student has to prepare a problem statement (PS) of the project area opted. The PS in nutshell is a summary of objectives of proposed project, the expected outcome, scope, domain, tools and the probable methodology which may lead to implementation.

Reviews and suggestions by project review committee (PRC) comprising of guide, head of the department, senior faculty members and the R&C. The PRC shall review the project PS submitted by the student and approve after confining that the PS is as per the guidelines.

In case if the PS is not up to the mark, the project guide shall provide suggestions to the resubmission of the PS by incorporating suggested changes.

In case, if the students have opted a project work in any industry, the students shall submit an acceptance letter from the organization to the guide and department. Students shall plan for as many visits as possible to the selected organization to gain a thorough understanding of the problem of the study and collect information either through structured questionnaires / interview schedules. Collection of information and data shall be done in consultation with guide.

All the students shall submit the weekly attendance sheets to the department.

Every student is required to give presentations at different stages of their project work in the presence of a PRC. The first presentation shall be given by the students before going to the project work indicating the Identification of the problem, introduction to the title of the project, objectives and methodology and scope of the project. There shall be two to three project reviews to assess the progress of the project.



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In this final stage of project work, the students shall prepare the final draft of their project documentation as per the prescribed format prepared by the department after consulting their guides and submit after plagiarism check process. This serves as an integral requirement for obtaining a degree. The student shall present the work, wherein it shall be evaluated by the PRC for review on data collection, tools usage, analysis, inferences, suggestions and conclusion and finally necessary suggestions will be provided.

The students shall incorporate the suggestions and submit their final draft once again for the approval of the guide and PRC.

Student shall submit the final draft for final viva-voce wherein all the students shall present the project work for evaluation by the external examiner as per the schedule provided by the department.

Project work could be:

- A field study
- Comprehensive case study on the functioning of a business unit/organization
- Inter-organizational study

1. Students will have to submit a soft copy of their thesis with the hard copies.
2. Students have to submit a plagiarism report of the project documentation allowable upto 25% of similarity.

Approval/Rejection of the project

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

The project can be disapproved based on it not being an 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.

Instructive List of Topics/Broad areas:

1. Study Design and Development of a Financial Accounting System.
2. Assessing Market Opportunity for Introducing "Erasable Optical Disk - Computers" to the Indian Market.



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3. A Study of Dividend Practices in Selected Companies
4. Management of Change in an Institution.
5. Management Information System in Banking Industry
6. Management control system - a case study
7. Financing through ____ and ____ : A Comparative Study.
8. Consumer Behaviour and Consumption Patterns
9. Performance Evaluation & Practices in a Professionally Managed Enterprise & a Family Run Enterprise - A Comparative Study.
10. A Study of Training Effectiveness in Banks.
11. A Study of Credit Cards In Indian Scenario.
12. Voluntary Disclosure Practices in India (with Special reference - industry).
13. Management Control of Projects in Construction Industry.
14. Effectiveness of Financial and Non-financial Incentives as Motivators
15. Consumer Behavior and Life Style Marketing with Purchase Process and Post-Purchase Behaviour
16. Entrepreneurial Competence as determinant of Entrepreneurial Success - Indian Context.
17. Dividend Policies and Practices - A Case Study of Selected Companies
18. Turnaround Management in Public Sector - A Case Study.
19. Critical study of employee's satisfaction at ____ company
20. Critical study of employee training and performance appraisal system at ____
21. Critical study of recruitment process followed by ____ company Ltd.

Organization of the Project documentation (chapter wise)

Chapter 1: Introduction:

This chapter shall include the introduction of the project area, the statement of research problem, need for study/significance of the project.

Chapter 2: Literature Review: This chapter should reflect the student's understanding of the relevant theoretical and empirical background of the problem. Focus should be more on the logical presentation of the empirical evolution of conceptual and methodological issues pertaining to research problem. Also highlighting the methodological clues drawn through review of the project. This chapter shall cover objectives, hypotheses, methodology, scope, sample design, sources of information, tools and techniques of analysis, structure of the study with sound justifications/explanations.

Chapter 3: The company/Organization/System: This chapter shall contain a brief historical retrospect about the entity of the study.

Chapter 4: Results and discussion and suggestions



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Chapter 5: Summary and Conclusions: Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of the study and may indicate the scope for further research work on the project topic opted.

Bibliography/References:

List the books, articles, websites that are referred and useful for research on the topic of your specific project.

It is preferable to follow American Psychological Association (APA) style.

There is a need to make use of the below cited styles while preparing the project documentation

(APA manual p. 204)

A journal article:

Yan, J., Jiao, H., Pu, W., Shi, C., Dai, J., & Liu, H. (2022). Radar sensor network resource allocation for fused target tracking: A brief review. *Information Fusion*, 86, 104–115.

A book with a single author: (APA manual p. 203)

Pinker, S. (2007). *The stuff of thought: Language as a window into human nature*. New York, NY: Viking.

A book by two or more (but fewer than eight) authors: (APA manual p. 203/4)

Graves, R. M., & Cornish, G. S. (1998). *Golf course design*. New York, NY: Wiley.

A chapter in a book:

Haybron, D. M. (2008). Philosophy and the science of subjective well-being. In M. Eid & R. J. Larsen (Eds.), *The science of subjective well-being* (pp. 17-43). New York, NY: Guilford Press.

An entry in an encyclopedia or reference work: (APA manual p. 204)

Konijn, E. A. (2008). Affects and media exposure. In W. Donsbach (Ed.), *The international encyclopedia of communication* (Vol. 1, pp. 123-129). Malden, MA: Blackwell.

A newspaper article: (APA manual p. 200)

Fixmer, R. (1998, September 29). Tiny new chip could pit protection of property against right of privacy. *New York Times*, p. B14.

Websites, blogs, etc.

Cain, A., Burris, M. (1999, April). Investigation of the use of mobile phones while driving. Retrieved from http://cutr.usf.edu/pdf/mobile_phone.PDF

1. Full URL address.

Need to mention a line about Annexures, if any in the documentation part wherever applicable

ANNEXURE-I : Domain/Technology

ANNEXURE-II : Any other material (optional)/Research paper



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