

**Master of Business Administration  
MBA Semester IV**

**405: Project Report**

**Marks: 100**

**CREDITS: 4**

**Objective:** Developing the skills for business orientation, application of conceptual knowledge to practical situations and report writing.

**Course Objectives:** The successful completion of Project Report will make students to:

**CO 1:** Develop entrepreneurship attitude, business plan and project proposal etc.

**CO 2:** Identify business / management problems and suggesting the solution.

**CO 3:** Apply theoretical knowledge to solve corporate /social problems.

- The students shall require to prepare a project report approximately 60 to 80 pages on a current issues of the corporate, business, society, general management *or* Business Development Plan, entrepreneurship initiative, a project proposal etc. The students shall select a problem in consultation with supervisor allotted by the concerned departments of the university. The students shall make an attempt to conduct opinion survey on the selected problem and submit a report on the same duly recommended by the supervisor.
  
- Please refer “*Appendix A*” below for the format of Project Report

**Facilitating the achievement of Course Learning Outcomes**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Assessment Tasks</b>
I	Ability to develop business plan	Interaction with project supervisor
II	Ability to develop entrepreneurship / project proposal on new ideas	Recommendation certificate by the supervisor
III	Ability to propose solutions to financial, marketing and personnel problems based on opinion survey and primary data	Project Report

**Note:** Project report will be evaluated by the external examiner.

## Appendix A

### Format of the Project Report

(Report: 100 Marks)

### PROJECT REPORT

#### FONT STYLE/ SIZE/ SPACING

- Font: Times New Roman
- Size: 14points **bold** for main headings  
13 points **bold** for sub-headings  
12 points for all other text
- Spacing: 1.5 Line Spacing

#### CONTENTS OF THE REPORT

- Title Page
- Declaration of the Student
- Recommendation of the Supervisor
- Acknowledgement / Preface
- Table of the Contents
- Executive Summary

#### Option I - Project Report in General

- Chapter 1 Introduction
  - 1.1. Conceptual background of the topic / problem.
  - 1.2. History and prospective of the organization / problem under study.
- Chapter 2 Research Design
  - 2.1. Review of Literature
  - 2.2. Need of Study
  - 2.3. Scope of the study
  - 2.4. Objective of the Study
  - 2.5. Research Methodology
    - 2.5.1. Sampling method
    - 2.5.2. Statistical method and tools used for data analysis.
- Chapter 3 Data Analysis and Interpretation
- Chapter 4 Summary and Conclusion
- References / Annexure / Bibliography

#### Option II. Business Development Plan / Entrepreneurship initiative

- Chapter 1 Rational for the Business development plan / Entrepreneurship initiative.
- Chapter 2 Pre requisites for starting business
- Chapter 3 Identifying and developing resources (Physical, Financial, Human resource etc.)
- Chapter 4 Production plan (flow chart, plant location, plant layout, layout of physical facilities etc.)
- Chapter 05 Marketing plan
- Chapter 06 Final proposal / conclusion
- References / Annexure / Bibliography