

GUIDELINES FOR FIELDWORK/INTERNSHIP/PROJECT GUIDELINES (MBA 4TH SEMESTER)

A. PROJECT FORMULATION:

This component of Fieldwork/Internship/ Project may be taken with the following perspectives

- The component should be done in an application area of M.B.A programme.
- Comprehensive case study covering a single organization with an emphasis on its functional areas of management like marketing, HRM, finance, Production and operations, IT, etc. may be conducted. While doing so, the MBA learner should explore management applications like SWOT, PEST analysis, Financial Statement analysis befitting with the case study.
- With a case study focus in view, an MBA learner may conduct Inter-organisational studies aimed at inter-organisational comparison.
- Evolution of any new conceptual/theoretical framework based on existing frameworks. It would require adequate literature review.
- Field study (empirical study). For example, in the marketing area it could be consumer awareness and use surveys of a chosen product or a number of products. In the finance area, the working capital problems and their possible solutions may be attempted by conducting surveys on tiny enterprises
- Depending on the focus, objectives and methodology, the project may be based on primary or secondary data.

B. PROPOSAL/SYNOPSIS/PLAN OF ACTION:

Learners need to work on the Synopsis and Plan of Action at the very beginning of the Semester. Rather, during the Third Semester itself, the MBA aspirants may think and ponder over the possible project ideas and finalize the Synopsis/Plan of Action at the very beginning of the Semester.

C. TYPE OF THE FIELDWORK/INTERNSHIP/PROJECT:

The learners are expected to work on a real-life project preferably in some industry or any issues related to general management. Learners are encouraged to work in the areas closely associated with their programme of study. The learner can formulate a project problem with the help of her/his Guide and submit the project proposal for approval to the Coordinator of the respective study centres. Approval of the project proposal is mandatory. If approved, the learner can commence working on it, and complete it.

D. INTERNSHIP

- i. The learner, if not employed elsewhere, may choose an organization for internship projects. The University will help the learner in conceptualizing the proposal in consultation with the organizational guide.

- ii. The learner will have to submit the Internship Report with an endorsement certificate from the organization.
- iii. The learner will be required to submit a weekly diary of the activities conducted during the Internship period.
- iv. The internship could be a Research Internship. In this regard the MBA learners of KKHSOU may guide themselves with the Internship Policy of KKHSOU which has been prepared on the basis of UGC and AICTE Guidelines.

E. STEPS INVOLVED IN THE PROJECT WORK:

The project work should be done by the learner only. The role of the guide should be about guidance wherever any problem is encountered by the learner during the preparation of the project. The following are the major steps involved in the preparation of project, which may help you to determine the milestones and regulate the scheduling of the project:

- Select a guide in consultation with the coordinator (be in touch with the guide during the work).
- Select a topic.
- Prepare the project proposal in consultation with the project guide.
- Submit the project proposal (two copies, one to be returned to the candidate after approval) along with the necessary documents to the Coordinator of the study centre.
- Receipt of the approval of Project Proposal/Synopsis/Plan of Action from the Coordinator of the study centre.
- Carry out the project-work.
- Prepare the project report.
- Submit the project report to the Coordinator of the study centre within 4 months from the last date of the last examination of 3rd Semester.
- Appear for the viva-voce as per the schedule declared by the University.

F. RESUBMISSION OF THE PROJECT PROPOSAL IN CASE OF NON-APPROVAL:

- i. In case of non-approval, the suggestions for reformulating the project will be communicated to the learner by the examination Branch of KKHSOU. The revised project synopsis along with a new proforma, should be re-submitted along with a copy of the earlier synopsis and non-approval project proposal proforma to the Centre Coordinator.
- ii. If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.
- iii. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.
- iv. It is necessary that the learners finalize their project proposal well ahead of time.
- v. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.

- vi. In order to complete the project in due time, a learner should devote the semester duration or at least 120 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis if the project is based on fieldwork.
- vii. If the learner chooses an academic area concerning the evolution of any new conceptual / theoretical framework, a synopsis needs to be submitted with adequate review of literature, and formulation of research objectives, research questions and hypotheses as may be applicable.

G. PROJECT PROPOSAL FORMULATION:

The project proposal should be prepared in consultation with the guide. The project proposal should clearly state the project objectives. The project proposal should contain complete details in the following form:

- Proforma for Approval of Project Proposal duly filled and signed by both the learner and the Project Guide with date.
- Synopsis of the project proposal (4-6 pages) covering the following aspects:
 - (i) Title of the Project
 - (ii) Introduction and Objectives of the Project
 - (iii) Methodology
 - (iv) Project Planning and Scheduling
 - (v) Reference.
- Violation of the project guidelines will lead to the rejection of the project at any stage.

H. PROJECT REPORT SUBMISSION:

After completion of the work two copies of the report need to be submitted to the Centre Coordinator and a copy of the report should be kept by the candidate. The candidate should carry the copy of the report at the time of viva voce examination and get it verified and signed by the examiner. Out of the two copies submitted to the respective Study Centre Coordinator, one copy is to be marked as 'University Copy' and the second copy is to be marked as 'Study Centre Copy'.

I. ASSESSMENT GUIDELINES FOR PROJECT EVALUATION:

Each component of the project work and the viva voce carries its own weightage, so the learner needs to concentrate on all the sections given in the project report formulation.

J. PROJECT EVALUATION:

The Project Report is evaluated for 200 marks (8 credits). Viva-voce is compulsory and forms part of evaluation. A learner in order to be declared successful in the project must secure 40% marks in each component (i) Project Evaluation and (ii) Viva-voce. The learners must compulsorily clear both the components of the project. If a learner submitted the project report as per the schedule and fails to attend viva, her/his Project will remain incomplete and should contact the Coordinator of the study centre. The candidate may use power point for viva-voce in consultation with the project guide.

K. ARRANGEMENT OF CONTENTS:

The sequence in which the project report should be arranged and bound should be as follows:

- i. Cover Page
- ii. Inside cover page
- iii. Certificate of Originality by the Project Guide
- iv. Acknowledgement
- v. Abstract
- vi. Table of Contents
- vii. List of Tables
- viii. List of Figures
- ix. Chapters
- x. References

L. PAGE DIMENSION AND BINDING SPECIFICATIONS:

The project report should be prepared in A4 size, and should be in spiral binding. Abstract –Abstract should be a one page synopsis of the project work, typed in double line spacing (about 300 words with maximum 6 key words). Font Style Times New Roman and Font Size 12.

a. Table of Contents

The table of contents should list all headings and sub- headings. The title page and Certificate will not find a place among the items listed in the Table of Contents. 1.5 line spacing should be adopted for typing the matter under this head.

b. List of Tables

The list should use exactly the same captions as they appear above the tables in the body of the report. 1.5-line spacing should be adopted for typing the matter under this head.

c. List of Figures

The list should use exactly the same captions as they appear below the figures in the body of the text. 1.5-line spacing should be adopted for typing the matter under this head.

d. Chapters

The chapters may broadly be divided into the following parts with minimum total number of pages ranging from 30 to 70 pages.

- (i) Introductory chapter
- (ii) Objectives and importance (significance) for the Study,
- (iii) Research Methodology opted for the Study (stating nature, sources, collection of data; research tools and techniques to be used; sampling procedure)
- (iv) Limitations and Scope of the Study
- (v) Data Analysis and Interpretation
- (vi) Conclusion
- (vii) References

e. List of References

The listing of references should be typed 4 spaces below the heading “REFERENCES” in alphabetical order, in single spacing and left-justified. Typing Instructions- The impression on the typed copies should be black in colour. 1.5-line spacing should be used for typing the general text. The general text shall be typed in the Font style: ‘Times New Roman’ and Font size: 12. Use A4 (210 mm X 297 mm) for all copies submitted. Use only one side of the paper for all printed/typed matter.

f. Page Numbering

Every page in the project report, except the project report title page, must be numbered. The page numbering, starting from acknowledgement and till the beginning of the Introductory chapter should be printed in small Roman numbers, i.e, i, ii, iii, iv..... The page number of the first page of each chapter should not be printed. All page numbers from the second page of each chapter should be printed using numerical, i.e. 2,3,4,5... All printed page numbers should be located at the bottom centre of the page. Chapter Numbering- Use only Roman numerical. Chapter numbering should be centered on the top of the page using large bold print. < size 15> TEXT-COLOR -Black SECTION HEADINGS -Times New Roman 12 pts., bold print and all capitals. SUBSECTION HEADINGS -Times New Roman 12 pts., bold print and leading. capitals. ie. Only the first letter in each word should be in capital. JUSTIFICATION The text should be fully justified MARGINS The margins for the regular text are as follows:

LEFT = 1.50"

RIGHT = 1.00"

TOP = 1.00"

BOTTOM = 1.00

M. ELIGIBILITY CRITERIA OF A PROJECT GUIDE

- i. A Faculty of the Maniram Dewan School of Management, KKHSOU headquarter.
- ii. Any university teachers in the area of Commerce, Management and Economics.
Any college teachers in the area of Commerce, Management and Economics

affiliated to any Indian University recognized by UGC and having minimum five years of teaching experience. (Preferably PhD /M.Phil).

- iii. Faculties in the departments of Commerce, Business Management or Economics in colleges/institutions which are recognized Study centres of KKHSOU and having minimum five years of teaching experience.