

**ADAIKALAMATHA INSTITUTE OF MANAGEMENT & RESEARCH**  
**M.B.A& M. Phil**



**GUIDELINES FOR PREPARATION  
OF PROJECT REPORT  
MARCH 2018**

**OBJECTIVE**

The Objective of the project work is to develop the skills of Thinking, Reasoning, Enquiring, Analyzing, and Treatise (IREAT), on business or economic institutions or on issues or problems relating to business or economy, “think” conceptually, “reason” logically, “enquire” thoroughly, “analyse” scientifically and make the “Treatise” (i.e. a systematic report) and that is the work expected from you.

**PROJECT TYPES**

The project may be any one of the following types:

1. Institutional studies(in-depth study of an institution or institutions).
2. Issue or Problem based studies (Systematic study on a chosen business or economic issues or problem).

**NOTE:**

1. Printing Mode Size 12 Font with 1.5 line spacing is followed.
2. Project Review Dates given in the Schedule in page 2 or instructed by coordinator should be followed strictly and the Project Book submitted as per the given dates.
3. Two bound copies of project book to be submitted to office with one Soft copy CD.
4. Preliminary Section items (excluding Item 3) – Model copy will be given in pen-drive and can be edited, don't type.

# Format of the project

The project should be of the following format

## I. Preliminary section

1. Title Page (Preface or wrapper sheet)
2. Title Page
3. Company Certificate (if any)
4. Guide Certificate Format enclosed
5. Declaration of the Candidate
6. Acknowledgement
7. Table of Contents

### TABLE OF CONTENTS (Model)

Chapter No.	TITLES	Page No.
	COMPANY CERTIFICATE GUIDE CERTIFICATE DECLARATION ACKNOWLEDGEMENT LIST OF TABLES LIST OF CHARTS	
I	INTRODUCTION	
II	REVIEW OF LITERATURE & CONCEPT	
III	PROFILE OF THE COMPANY	
IV	DATA ANALYSIS AND INTERPRETATION	
V	FINDINGS, SUGGESTIONS AND CONCLUSION	
	<b>APPENDIX</b> 1. BIBLIOGRAPHY 2. QUESTIONNAIRE 3. SPECIFY ANY OTHER STATEMENTS	

### 8. List of Tables

#### LIST OF TABLES (Model)

Table No.	PARTICULARS	Page No.
4.1	DISTRIBUTION OF RESPONDENTS BY THEIR GENDER	
4.2	DISTRIBUTION OF RESPONDENTS BY THEIR AGE	
4.3	DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATIONAL QUALIFICATION	

**Source:** Questionnaire/Financial Statements

### 9. List of Figures / Graphs

#### LIST OF FIGURES / GRAPHS / CHARTS (Model)

Charts No.	PARTICULARS	Page No.
4.1	DISTRIBUTION OF RESPONDENTS BY THEIR GENDER	
4.2	DISTRIBUTION OF RESPONDENTS BY THEIR AGE	
4.3	DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATIONAL QUALIFICATION	

**Source:** Table No. 4.1

## II. Main Body of the Project

### CHAPTER I - INTRODUCTION

- 1.1. Background of the study
- 1.2. Need for the study
- 1.3. Statement of the problem
- 1.4. Objectives of the study
- 1.5. Scope of the study
- 1.6. Period of the study
- 1.7. Research Methodology
  - 1.7. 1) Research Design:
  - 1.7. 2) Sample Design
  - 1.7. 3) Sampling Method
  - 1.7. 4) Sample Unit
  - 1.7. 5) Sample Size
  - 1.7. 6) Method of Data Collection
    - i. Primary Data
    - ii. Secondary Data
  - 1.7. 7) Statistical Design

HR/Marketing	Finance
<p><b>I. Statistical Tools</b></p> <ul style="list-style-type: none"> <li>a) Percentage Analysis Method</li> <li>b) Chi-Square Test</li> <li>c) ANOVA</li> <li>d) Correlation</li> <li>e) Regression</li> </ul> <p><b>II. Diagrammatic Tools</b></p> <ul style="list-style-type: none"> <li>a) Pie Chart</li> <li>b) Bar Chart</li> <li>c) Line Chart</li> <li>d) Comparative Chart</li> </ul>	<p><b>I. Financial/Statistical Tools</b></p> <ul style="list-style-type: none"> <li>a) Percentage Trend Analysis</li> <li>b) Standard Deviation</li> <li>c) Correlation</li> <li>d) Regression</li> <li>e) Ratio Analysis</li> <li>f) Working Capital</li> <li>g) Comparative Statement</li> <li>h) Comparative Balance Sheet</li> </ul> <p><b>II. Diagrammatic Tools</b></p> <ul style="list-style-type: none"> <li>a) Pie Chart</li> <li>b) Bar Chart</li> <li>c) Line Chart</li> <li>d) Comparative Chart</li> </ul>

**Note:** Some other test may also applied as applicable to the study

- 1.8. Research Hypothesis (Null/Research)
- 1.9. Limitation of the study
- 1.10. Chapterisation

### CHAPTER II - REVIEW OF LITERATURE

- 2.1. Review of literature
  - i. Previous studies
  - ii. Related studies
- 2.2. Definition of the concept

### CHAPTER III - PROFILE OF THE STUDY AREA

- 3.1. Industry profile
- 3.2. Company profile
- 3.3. Product profile (marketing project)
- 3.4. Area profile (marketing project)

## CHAPTER IV- DATA ANALYSIS AND INTERPRETATIONS

- 4.1. Tables
- 4.2. Figures
- 4.3. Statistical analysis & Interpretation of data

## CHAPTERV- FINDINGS, SUGGESTIONS AND CONCLUSION

- 5.1. Findings
- 5.2. Suggestions
- 5.3. Conclusion

### III.Reference Section

After all chapters are presented, Appendices are included

**Appendix I** : Copy of Questionnaire/Schedule

**Appendix II:** Bibliography (Books, Reports, Journals, Websites and Newspapers referred in alphabetical order under respective headings).

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## SCHEDULE OF PROJECT WORK COMPLETION

**Student Name:**

**STARTING DATE:** 28.10.2018

**Uni. Reg. No.:**

**FINISHING DATE:**

Review No	Stages of Review	Days	Review Date	Finished Date
1.	Company Name, Title&Objectives (ChapterII)	06	06.11.2017	
2.	Questionnaire Format/Finance statement (Chapter II, III)	07	13.11.2017	
3.	Data Collection Report (Chapter I, IV)	17	01.12.2017	
4.	Tools used for Data Analysis& Test (Chapter IV)	14	15.12.2017	
5.	Interpretation of Data & Result for test (Chapter IV)	15	30.12.2017	
6.	Findings, Suggestions (Chapter V)	09	08.01.2018	
7.	Conclusion & Appendix (Chapter V)	04	12.01.2018	
8.	Front Pages (Table of Content, List of Table & Chart)	08	20.01.2018	
9.	Final Report Submission (2 Hard Copy & 1 Soft Copy)	09	29.01.2018	

**LAST DATE OF SUBMISSION: 05.02.2018**

**Note:** The students should report to the Guides on the Review Dates without fail.