

## **PROJECT REPORT FORMAT**

\*This guidelines are subject to change as per college requirements

<b>Sr.No</b>	<b>Specifications</b>	<b>Details</b>
1	Number of copies of project report	3 ( Three)
2	Binding	As per choice
3	Front Page	As per choice
4	Page size	A4
5	Page color	White
6	Left Margin	1.5 inch
7	Other Margins ( Top, Bottom, Right)	1 inch
8	Headings Font	Times New Roman
9	Headings Fond Size	14, bold, uppercase
10	Subheadings Font	Times New Roman
11	Subheadings Font Size	12, bold, uppercase
12	Text Body Font	Times New Roman
13	Text Body Font Size	12, normal, lower case
14	Header	As per requirement
15	Footer	Page Numbers
16	Total number of pages	Approx. in between 40 to 100

### **FRONT PAGE**

Golden embossing on black background hard bound copy.

For this page you can use any professional font of any relative size to make it more attractive. This page should include the following points.

1. Project title
2. Name of the company
3. Submitted to
4. Submitted by
5. Guided by (Designation & Address of the organisation)
6. Academic Session like 2009-10
7. University/College name and address

**For example :**

<p style="text-align: center;"><b>A PROJECT REPORT ON</b></p> <p style="text-align: center;"><b>“MARKET SURVEY AND ANALYSIS OF CUSTOMER FEEDBACK FOR NEWLY LAUNCHED FOUR WHEELER – SWIFT”</b></p> <p style="text-align: center;"><b>FOR ABC LTD</b></p> <p style="text-align: center;"><b>SUBMITTED TO</b></p> <p style="text-align: center;"><b>NORTH MAHARASHTRA UNIVERSITY</b></p> <p style="text-align: center;"><b>IN PARTIAL FULFILLMENT OF TWO YEARS FULL TIME MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA)</b></p> <p style="text-align: center;"><b>SUBMITTED BY</b></p> <p style="text-align: center;"><b>Mr. XYZ (BATCH – 2008-2009)</b></p> <p style="text-align: center;"><b>DEPARTMENT OF MANAGEMENT STUDIES NORTH MAHARASHTRA UNIVERSITY JALGAON-425001</b></p>
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**INSIDE 1<sup>ST</sup> PAGE**

This page will be nothing but the complete copy of front page as it is.

**COMPANY CERTIFICATE**

This certificate must be printed on company's original letter head. It should include the following points

1. Name of the student
2. Project title
3. Duration of project ( minimum 50 working days)
4. Location
5. Authority sign and company seal.

**For example:**

**BANK OF MAHARASHTRA**



PIMPRI BRANCH, PUNE

Ref.No.

Date:

**TO WHOMSOEVER IT MAY CONCERN**

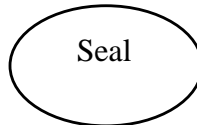
This is to certify that Mr. Omkar Patwardhan a MBA Student of Jayawant Institute of Management Studies, Tathawade, Pune has undergone training and completed a project on “Evaluation of Credit Risk Rating Framework” In Pune region.

He has carried out this project for Bank of Maharashtra from 01/06/2007 to 31/07/2007.

In the span of project duration his candidature was found to be very sincere & hardworking.

We wish him a bright future.

(sign)  
Mr. ABC  
Branch Manager  
Bank of Maharashtra.



**DECLARATION:**

I, NAME OF THE STUDENT, hereby declare that the Project entitled “ \_\_\_\_\_ ” carried out at NAME OF THE COMPANY is a genuine work for the fulfillment of Master in Business Administration of Department of Management Studies, North Maharashtra University, Jalgaon (M.S.) and will be solely for the academic purpose.

To the best of my knowledge any part of this context has not been submitted earlier for any degree, diploma or certificate examination.

Signature and Name of the Student

**ACKNOWLEDGEMENT:**

This page will include vote of thanks in following Chronology

1. Company project guide
2. Head , Department of management Studies, North Maharashtra University
3. College project guide
4. Other staff & friends (if any)

**COLLEGE CERTIFICATE:**

This certificate will be issued by the University/college.

NAME OF THE DEPARTMENT

CERTIFICATE

LOGO

THIS IS TO CERTIFY THAT PROJECT ENTITLED  
*NAME OF THE PROJECT*  
THAT IS BEING SUBMITTED BY,  
*NAME OF THE STUDENT*

IN PARTIAL FULFILLMENT OF MASTER IN BUSINESS  
ADMINISTRATION  
COURSE OF NORTH MAHARASHTRA UNIVERSITY, JALGAON  
FOR THE ACADEMIC YEAR 2009-10.

NAME OF THE GUIDE  
DESIGNATION  
ORGANISATION

NAME OF THE HOD  
HEAD,  
DEPARTMENT OF MANAGEMENT STUDIES,  
NORTH MAHARASHTRA UNIVERSITY, JALGAON

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2.	Objectives & Scope of the project	
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4.	Product Profile (As Applicable)	
5.	Theoretical Background	
6.	Research Methodology	
7.	Data Analysis & Interpretation	
8.	Limitations of the Project	
9.	Conclusions & Suggestions	
	Bibliography	
	Annexure	

**“UP TO THIS DON’T PUT PAGE NUMBERS”.**

**EXECUTIVE SUMMARY: (One page only)**

This should include Introduction & objectives of the project, reasons for selection of company, selection of project, and research design of the project (i.e. procedure you have used to carry out the project). Also you have to mention brief conclusions of the project. (One paragraph on each chapter)

**OBJECTIVES & SCOPE OF THE PROJECT:**

1. **Objectives of the project**
2. **Scope:** in terms of practical implication of the project. (Not only in terms geographical scope.)

**COMPANY PROFILE:** This should include

1. Complete name & Address of the company
2. Mission statement, vision, slogan, and logo if any.
3. Historical developments of the company
4. Achievements and financial result of the company if any.
5. Organizational chart
6. List of competitors
7. Branches & offices
8. Building photographs (if any).
9. Any other relevant information

**PRODUCT PROFILE:** this should include

Details of the products with different ranges of the products & photographs of the products (if any)

**THEREOTICAL BACKGROUND:** It should include

Application of different relative concepts of the concern subjects topic & their correlation with respect to your project like:

**For Marketing:**

Market segmentation, Target Marketing, PLC, New product development, marketing planning, classification of markets, market competition, promotional mix, Distribution channels, services marketing, sales promotion schemes,

supply chain management, customer relationship management, Business ethics, consumer behaviour, law of demand & supply, AIDA model etc.

**For Finance:**

Ratio analysis, risk management, legal aspects ,funds flow statements, country risks analysis, investment decisions, capital budgeting, cost analysis, analysis of financial position of company, TDS, International finance, balance sheet, Portfolio management, import –export procedures and tax implications etc.

**For HR:**

Training & development, Recruitment & selection process, performance appraisal system, motivational tools, manpower planning, labour laws, grievance handling procedures, Interview techniques, etc.

**RESEARCH METHODOLOGY:** It should include

1. Definition of Research
2. Types of research in brief and the category of research applicable to your project.
3. Different methods of data collection in short and justification for the method adopted by the researcher.
4. Sources of primary data & secondary data you have used for your project.
5. Sample size for your project.
6. Method of data analysis you have used for your project.

\*\*In case of field research, designing an appropriate & exhaustive questionnaire is mandatory. The objectives of research should reflect from the questionnaire. It should contain open & closed ended questions along with various scaling techniques like rating, ranking scales for extracting qualitative & quantitative information. Student should discuss with Internal (College project guide) & External project guide (Company project guide) before finalizing on the questionnaire.

**DATA ANALYSIS & INTERPRETATION:**

This is the major & most important part of the project. It should contain the analysis of all those questions asked to the respondents through the questionnaire. Use appropriate bar charts/ pie charts/ graphs/ table/ line diagram/ frequency curve etc.



**For Example:**

Satisfaction level of the customers

Sr.No.	Level of Satisfaction	No. of Customers	Percentage
1	Satisfied	130	65
2	Highly Satisfied	30	15
3	Dissatisfied	20	10
4	Highly Dissatisfied	10	5
5	No Response	10	5

**Level of Satisfaction of Customers(%)**



**Finding & Interpretation:**

65% of customers are satisfied with the product due to best quality of the product.

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It has been observed that 5% customers are non respondent as they were busy with the other works.

**Data Analysis (for Finance):**

Do the data analyses as shown above, only you have to choose appropriate methods for analysis like ratio analysis, cash flow, comparative analysis, operating cycle study etc.

**LIMITATIONS OF THE PROJECT:**

No project is ideal. In reality the researcher always come across different problems which acts as limitations of the project such as –

1. Biased reply of the respondents
2. Non availability of data or other relevant information
3. Time constraints
4. Budget constraints
5. Company's policy that not to disclose confidential data. Etc.

## **CONCLUSIONS AND RECOMMENDATIONS**

While concluding student should take care that his conclusion is matching with the title of the project and objectives set in the project. Student has to give different suggestions to the company which will act as solution to all those problems researcher has identified with product or services or methods applied.

### **BIBLIOGRAPHY: (This will be the last page of the project)**

It includes – references, books and research journals used, web sites, newspapers etc.

#### **For example:**

**For Books:** C.R.Kothari, Research Methodology, Methods & Techniques, New Age International Publisher, edition II, 2004.

**For Research Journal:** Mridula S Mishra and Umakant Dash, “Importance of Retail Service Attributes: A study on Indian consumers”, Page No.7-20, The ICFAI journal of Management Research, Vol.VII, NO. 2, February 2008.

**For Website:** Write the name of authentic website or official website of an organization not the search engine like google or rediffmail search.

## **ABBREVIATIONS**

Try to avoid using any abbreviations, but if you have used any technical and standard abbreviations then please mention their full form over here.

### **ANNEXURE:**

It includes one copy of blank questionnaire, pamphlets, catalogue, photographs, price list etc.