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NAAC Accredited with 'A' Grade

Dear Students,

You are aware that the students of MBA Programme are required to submit a Research work Report in the forth semester. The research work (code) carrying 200 marks is a very important constituent of the MBA Programme.

In order to select a topic for project work and complete it in the stipulated period of time, one has to start from the first year and plan systematically the activities leading to completion of project work. Although we have provided you a tentative list of topics/broad areas for project work, one can select any topic of interest and do a project on that topic. However, for proper understanding of the problem taken up and following a systematic research process, it is necessary to have proper guidance. I would, therefore, like to request you to consult your guide about the topic that you want to take up for research. Your pripr knowledge of Semester-I RMQT course and “Sankalan” Experience will be a definite plus.

Once your topic is finalized, you are required to submit the synopsis of your project giving an idea of your hypotheses, objectives and research methodology.

The synopsis should be prepared very carefully and it should give a complete idea of your proposed work. Many project synopses are rejected on the grounds that the objectives, hypotheses or research methodology are not clear. You are therefore requested to prepare your project synopsis properly in consultation with your guide. Please find enclosed herewith guidelines which will help you in preparing the synopsis and other formalities that have to be completed at the time of submission of the synopsis. Please go through the guidelines carefully before submission of your synopsis.

You are requested to submit your synopsis before *specified date* and submit your project report before *specified date*. These dates will be declared on institute website and also through SMS.

If you face any problem in this regard, please do contact your mentor, RMQT teachers or your allotted guides/supervisor. Student researchers especially those requiring collection of primary data should consult their guides for ensuring that the data collection effort and further efforts fits into *Ethical Guidelines Checklist* of DAIMSR. Students can also interact with the PhD research scholars at Research Cell DAIMSR or can refer to the literature and research related study material available at Research Cell or DAIMSR Library.

Please note and refer to following documents and formats available on www.daimsr.in

- List of suggested research topics
- Format for submission of Research Synopsis. (as a part of this document)
- SOP flow chart for conducting research (as a part of this document)
- Guidelines & Format for Research work Report (as a part of this document)
- Metric to be used for evaluation of your research report.
- Sample Metric with evaluation illustration
- Course Outcomes for Project Work
- Ethical Guideline Checklist (as a part of annexure)

Similarly the e material regarding referencing style, sources of secondary data, sample size calculator, hypothesis testing procedure is available on your class PCs or Research Center on 2nd Floor. The full time research scholars can also help you on your research journey!

Hope you take up this learning assignment with enthusiasm and rigor.

Thanking you.

Yours truly,
Dr. Sujit G. Metre
I/c Student Research

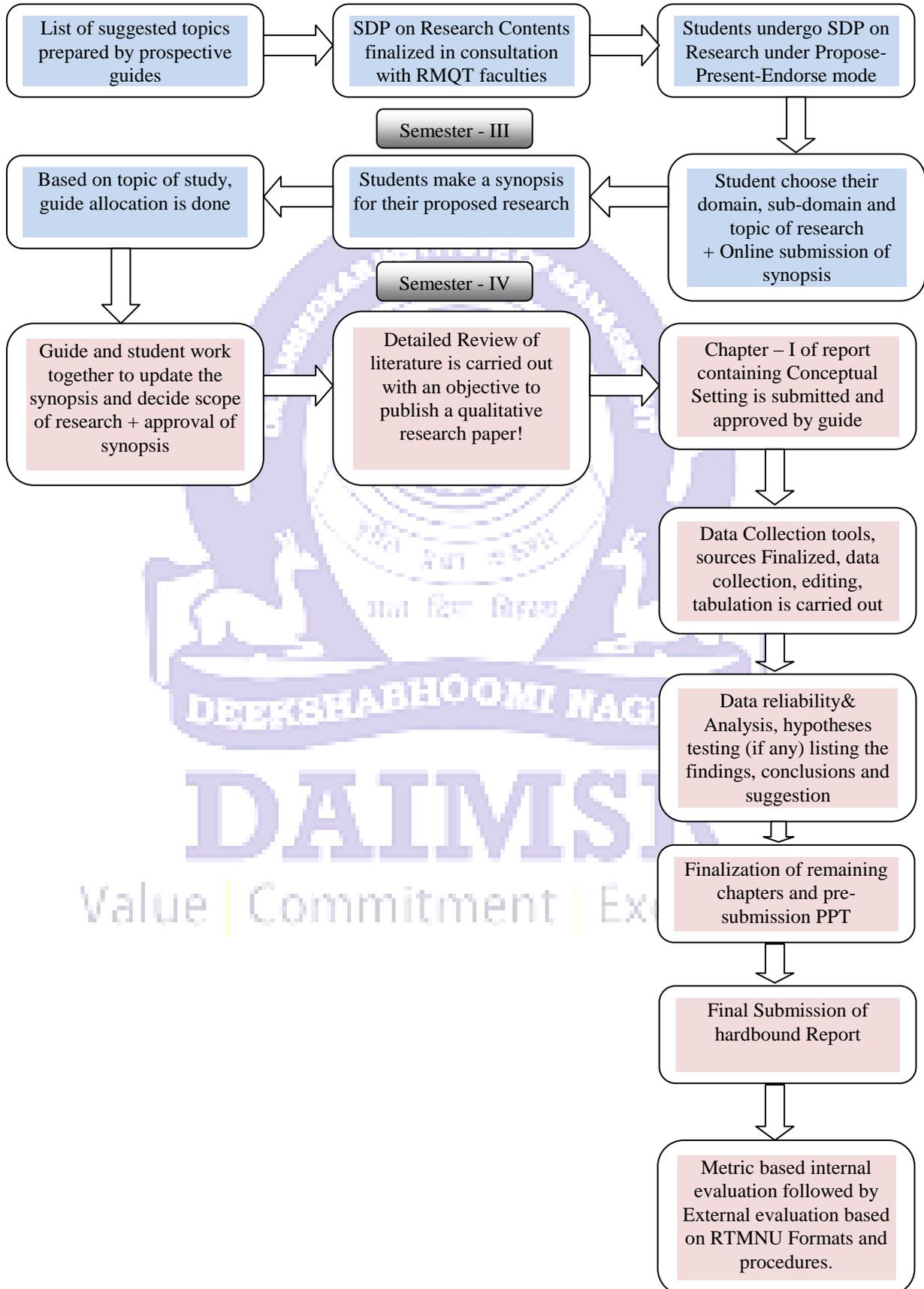
1 March 2018

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SOP



Guidelines & Format for Research work Report

Important Notes:

- If Project Report is not received on or before last date, it won't be evaluated for that term under any circumstances.**
- If your synopsis is not approved you cannot submit the Project Report.**

Guidelines for Project Work

Project work is an important constituent of the MBA programme. The following guidelines will help you to clarify many procedural aspects regarding project completion. A student can submit project work only after admission into the Second year of the MBA programme.

Objective

The objective of the project component of the MBA programme is to help the student develop the ability to apply, multidisciplinary concepts, tools and techniques to solve organizational problems.

Type of Project

A Project may be of any one of the following types:

- (a) Comprehensive case study (covering a single organization, involving multifunctional area problem formulation, analysis and recommendations).
- (b) Inter-organizational study aimed at inter-firm comparison / validation of theory / survey of management practices.
- (c) Field study (empirical study).
- (d) A DPR based study for students who want to venture in to entrepreneurship.

PROJECT PROPOSAL (SYNOPSIS)

(1) Proposal Formulation

The synopsis of a project should be prepared in consultation with the 'project supervisor' and submitted online through the link available on institute website www.daimsr.in. The text message regarding this will be forwarded to you while you enter semester IV. The synopsis should clearly state the objectives, hypotheses and research methodology of the proposed project to be undertaken. It should give full details of the sampling procedures, instruments to be used, limitations if any, etc.

Note: Students are advised to select as their guides those who are active professionals in areas relevant to the selected topic. For example, if the topic is in the area of finance, the supervisor should be a specialist in Finance and so on.

At any given point of time a supervisor may give guidance to maximum 15 students.

(2) Project Proposal Submission and Approval

After finalizing the topic and allocation of the supervisor, students should submit online the Project Proposal online



PROJECT REPORT

(1) Formulation

(a) The length of the project report may be about 50 to 60 double spaced typed pages, generally not exceeding 18,000 words (excluding appendices and exhibits). However 10% variation on either side is permissible.

(b) Each project report must adequately explain the research methodology adopted and the directions for future research.

(c) The project report should also contain the following:

(i) Front pages including declaration from student and supervisor.

(ii) Certificate indicating originality of the work done. (Please see the 'important notes' given below).

(2) Submission of Project Report:

Two typed copies (Bound Volume) and two Soft copies (Compact Disk (CD)- Please mention your Name and title of study with permanent marker pen on the CD and CD cover) and of the project report are to be submitted to the respective supervisors.

(3) List of Topics

An illustrative list of topics/broad areas is enclosed herewith to give an idea as to what kind of topics may be selected for project work. Students may feel free to select their topics of their choice, outside the list.

(4) Project Evaluation

Evaluation of the project work will be done by an examiner / referee appointed for the purpose, by the university. Projects assessed as unsatisfactory will have to be resubmitted after incorporating the modifications as specified by the university and after payment of the requisite evaluation fees for assessment of the modified project report. In exceptional cases, a student may be allowed to change the topic of his project under the discretionary authority of the university.

(5) Enquiries

Enquiries regarding the approval of project proposals and project reports should be addressed to The I/c Student Research,, Dr. Ambedkar Institute of Management Studies and Research, Deeksha Bhoomi, Nagpur 440010.

(6) The Project Report should be submitted in A-4 size, (29 x 20 cm) typed in double space, in a bound volume.

[Candidates should submit a statement, certifying that the work is an original one and has not been submitted earlier either to this University or to any other Institution for fulfillment of the requirement of a course of study. The above certificate should be countersigned by the Project Supervisor.] If any Project Report is received, without (a), (b) or (c) as given above, the same will be rejected or returned to the students for compliance. The Formats of the same are available on the website.

(7) The student should keep a copy of the Project Report with him. The Project Report submitted to the university will not be returned to the student. It will be kept in the Library of the School and in the RTMNIU Central Library.

Illustrative 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.
3. A Study of Dividend Practices in Selected Companies of Birla Group
4. Management of Change in an Institution.
5. Management Information System in Banking Industry
6. Management control system - a case study of FCI.
7. Financing through IFCI and ICICI - 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 Maharashtra Zone of UCO Bank.
11. A Study of Credit Cards In Indian Scenario.
12. Voluntary Disclosure Practices in India (with Special reference - industry).
13. Capital shutdown planning with PERT/CPM for a Refinery plant.
14. Management Control of Projects in Construction Industry.
15. Consumer Survey for Cadbury's Drinking Chocolate (CDS).
16. Labour welfare and social security measures with special reference to "M/s JCT Ltd."
17. Design of Personnel Information System for Indian Air Force.
18. Market Analysis of Wrist Watches.
19. Effectiveness of Financial and Non-financial Incentives as Motivators
20. Consumer Behavior and Life Style Marketing with Purchase Process and Post-Purchase Behaviour
21. Entrepreneurial Competence as determinant of Entrepreneurial Success - Indian Context.
22. Dividend Policies and Practices - A Case Study of Selected Companies in Textile Industry.
23. Functional Analysis and Comparative Study of IDBI with other DFLs.
24. Turnaround Mgt. in Public Sector - A Case Study.
25. Study of Administered Pricing in An Oil Refinery.
26. Study of Working capital management at ABC company ltd.
27. Comparative study of identified schemes of ABC & XYZ mutual funds.
28. Critical study of non-performing assets of ABC co-op. Bank ltd.
29. Comparative study of selected schemes of ABC Mutual fund and XYZ mutual fund ltd.
30. Comparative study of capital structure of ABC co. ltd. & XYZ co. ltd.
31. Study of consumer behavior for petroleum products in ABC city.
32. Study of promotional schemes for 'A' product launched by ABC company ltd.
33. Study of product positioning strategy adopted by ABC Company in XYZ city.
34. Critical study of expectation of Cell phone holders from the instrument manufacturers.
35. Study of labor welfare initiative at ABC company ltd.
36. Critical study of Absenteeism at ABC Company Ltd.
37. Critical study of employee's satisfaction at ABC company ltd.
38. Critical study of voluntary retirement scheme launched by ABC company ltd.
39. Critical study of employee training and performance appraisal system at ABC Co.ltd.
40. Critical study of recruitment process followed by ABC company ltd.



DETAILED GUIDELINES: PREPARATION OF PROJECT PROPOSAL (SYNOPSIS)

Selection of the Topic

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 should discuss the topic with the concerned guides

While selecting the topic following points should be considered.

1. The topic should be relevant and contemporary
2. It should be based on real issues
3. Availability of data should be taken into account
4. Time available at hand should be considered
5. It should not be imaginary or unreal
6. It should cover broader area of effect
7. It must be specific
8. It may be interdisciplinary
9. Applicability of it should also be considered
10. It should add value to the candidate's CV and help target the desired profile or sector.

Following are some of the guidelines to prepare the synopsis/ project proposal.

1. The project should have a clear title
2. A concise introduction of the subject should be given.
3. Importance and significance of the subject should be highlighted.
4. Objectives of the study should be clearly mentioned.
5. Hypotheses to be tested should be properly sited.
6. Research methodology of the proposed project to be undertaken should be well described.
7. Expected contribution of the proposed project should be well defined.

Let us discuss the expected contents under each head here.

1. Defining Research Problem: The researcher should discuss the subject of research project with his guide before deciding the research problem and the title of the project. The research process begins with selecting and defining a research problem properly. It is essential here that researcher himself is clear about the problem that prevails somewhere in some organization. He must have sensed the symptoms of the problem. He himself must be aware that it exist and is a cause of dislocation of work or causing some unrest in the organization. "Research problem, in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same". The research problem exists where:

- [a] Organization or individual are living in an environment which is uncontrollable &
- [b] Where there are more than two alternative solutions or courses of action &
- [c] There is more than one outcome &
- [d] Each alternative offers different outcome. That means the comparison, evaluation and analysis is possible.

The research problem must be reflected in project title. And project title should not contain any ambiguous theme. Even by reading the title of the project one having reasonable knowledge of the subject should be in position to make out the theme of the project. The title of the project should not be too short (which express the very wide area of knowledge) or too long (which covers every minute detail of the theme).

Title should be -

1. Short but full
2. Concise and clear
3. Express the subject
4. Focus the core area of the research undertaken
5. Contain the period if specific
6. If necessary reveal the name of the firm.

2. Introduction: In introduction researcher is expected to give brief view of the subject. The focus here should be to create awareness about the subject in the mind of the reader. If Researcher is covering different dimensions of the subject all that must be explained briefly. The intention must be to give an overview of the subject. By going through it the reader must get an understanding that researcher is having sufficient theoretical knowledge of the subject and can explore something in depth. He should be introduced to the problem and the subject researcher intends to deal with. Here the researcher should start with wider perspective of the subject and should take the reader to the specific problem. The problem or issue should be explained/ introduced in brief.

3. Significance and Importance of the Study: Researcher has to explain the importance of the subject here. Why in his opinion the subject is important is to be explained in brief. Importance of every subject is different, and it is always based on the place, location, firm, kind of firm, product etc. All these aspects are to be covered under this head.

For example; if researcher wants to deal with the subject working capital, then he must explain the concept of working capital by quoting one or two definitions. Further he should explain how the efficient utilization of working capital is important for the said industry. And then he should discuss the important dimension of the subject in brief.

If researcher wants to deal with the subject Absenteeism, then he should explain the concept of absenteeism first and then why it is to be addressed in case of a particular industry. Significance of the subject changes with time. For example, Voluntary Retirement Schemes had significance 10 years ago. Now it has lost that relevance as the firms have already shaped themselves rightly and employees have also prepared themselves for such situations. Same is the case with all cost cutting programs or devices. So how the subject is significant in current situation is to be explained here. A peculiar dimension to the subject makes it significant, and that issue is to be dealt under this head. Significance of absenteeism is different from area to area unit to unit and industry to industry. Researcher should cover this aspect under this head. Researcher can give importance and significance of the subject in numerical form of sequence.



4. Objectives of the study: Here objectives of the study undertaken are to be stated. At this level five to seven objectives are more than enough. Objectives are the answer to the question 'what aspects researcher wants to know by doing this project'? Objectives must address the various issues he is going to deal with in the said project. **For Example:** Project title: A Study of Occupational Stress Levels among medical practitioners having own nursing homes in Nasik

Framed Objectives:

1. To study the gender difference for stress levels
2. To study the stress levels in male doctors
3. To study the stress levels in female doctors
4. To study how they cope up with this stress.

5. Hypotheses:

Hypothesis is a principle instrument of research. It is main assumption made to study the subject. **It can be defined as, “assumption or some supposition to be proved or disproved”.** Hypothesis must encompass all the objectives of the study. The researcher through his project work attempts to verify or test the hypothesis. Thus it serves as a compass for the researcher. It can be called as a probability statement pertaining to some issue. The verification and testing of which is the purpose of the project. The researcher must formulate one or two sentences of assumptions as hypothesis which covers all the objectives of the study.

So, hypotheses must be

- a. Clear and precise
- b. Capable of being tested
- c. Limited in scope and must be specific
- d. Expressed in most simple way
- e. Must be consistent with known facts
- f. Amenable to testing within limited time
- g. Must be stating relationship between variables.

There is a backward linking between hypothesis and objectives. Hypothesis as sentence of assumption must cover or deal with all the objectives of the study. There is forwarding linking between hypothesis and chaptalization.

The issues of various aspects raised by hypothesis must find place in chapterisation. In chaptalization there must be a chapter or heading with the sentence of assumption. Hypothesis can be positive or negative. So we can say that hypothesis states what researcher looks for and it is proposition which can be tested to determine its validity.

Few examples of Hypothesis:

1. Absenteeism in ABC Company limited is the indication of low morale and poor management initiative.
2. ABC company limited has improved its financial position during past 3 years, i.e. from 2007 to 2010.
3. ABC company has improved its market standing through its service in Nagpur city.

4. Present Management Information system in ABC Insurance Ltd. is adequate and enables the top management in its decision making.
5. ABC banks consumers are happy with the quality of the services rendered.
6. ABC company's employee's initiative has significantly reduced attrition rate.

6. Research Methodology: Under this head researcher is expected to disclose the way he is going to carry out the research. Here he should mention about

- a. Sample
- b. Sources of data collection
- c. Tools of data collection
- d. Method of processing the data collected

Sample: It is assumed that the researcher will explain how he has determined sample design or sample size. He must give logical explanation for sample size/design he chooses. In short there should be some plan for collection of data the research work needs, how it will be obtained and why this sample size is taken. Further the researcher should give details about the sample selected and sample size. He is expected to give justification for the chosen sample. The sample size should be significant. He should try to reach to maximum respondents. Another aspect which he should deal with is the method used for sample designs.

The sample designs are -

1. Deliberate sampling
2. Simple random sampling
3. Systematic sampling
4. Stratified sampling
5. Quota sampling
6. Cluster sampling and area sampling
7. Multi-stage sampling
8. Sequential sampling

Appropriate method of sampling is to be followed for the research/ project work. It is not possible to quote examples of all these methods, so for the sake of understanding a brief example is given.

For example: If a bank under study is having 5000 customers at present.

He should give brief account of his sample i.e. Sample size for this study is 1000 customers. i.e. 20% of total customers

It comprises 500 men below 60 years of age

200 senior citizens (of which 25% women)

100 Working women below 60 years of age

100 College students

100 House wives

Sources of data collection: Which source whether primary or secondary source of data collection the researcher is going to explore for his study is essentially be mentioned. Mentioning the titles of the documents he is referring is a welcome gesture, but if not, it doesn't matters at all at this level.



For example: For data collection questionnaire will be served to 1000 customers as primary source of information. The researcher will conduct unstructured interviews of 50 customers. As he himself is working there will be get chance to observe the customers too. Hence Questionnaire method, observation method and interview method will be uses to collect the data.

If he is using annual reports news paper cuttings of the bank for the some information, it should be Annual reports and financial statements of the bank will also be used for the study as secondary source of data collection.

OR

Primary source of data collection - Questionnaire to 1000 customers

Unstructured interviews of 50 customers

Observation method

Secondary source of data collection- Audited annual reports for 3 years

Bank periodicals of last 3 years

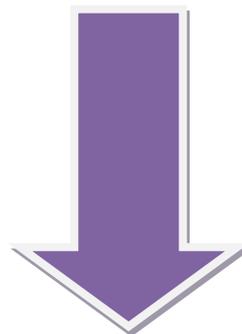
Method of data processing: Here it is expected that researcher will give brief idea of data processing. The econometric tools or statistical tools and techniques, the researcher intends to use need to be mentioned. In nutshell researcher is expected to give the process he will follow, tools and techniques he will use to reach to the conclusion or to test his hypothesis.

7. Expected contribution: Here the researcher is expected to discuss how his project will enhance the present level of knowledge. In which way it is going to help the organization under study. What contribution will it make in the field of study. How the industry, customer, a business unit will be benefited or improve as a result of this project is to be expressed here. In other words expected contribution means practical use or benefit the society may enjoy due to his efforts is to be expressed here.

8. Chaptalization: It is scheme of chapters. Sequential and logical arrangement of the chapter's researcher proposes for the study. Researcher has full freedom to design the chapterisation.

Chapterisation should

- a. cover all the related issues
- b. not have too many chapters
- c. maintain the flow of the subject and have logical sequence
- d. not be overlapping
- e. have sufficient number of subheadings
- f. be clear and concise



(Specimen Copy for reference only! Remember ours is an online submission!)

1. Introduction

The insurance industry in India has seen an array of changes in the past one decade. The decade saw an up rise in the Indian insurance sector as major structural changes took place during this time. The government monopoly is ended. Insurance Regulatory and development Authority (IRDA) Bill is passed to allow entry for private players further allowing foreign players with some restrictions. With rapidly changing policies to open up this segment of the economy changing and growing needs and demands of the people have made the insurance industry more competitive. It is resulted in introduction of number of new products by Public and Private Players from this sector. Now the choice in terms of products and terms for investor is greater. They are also making valuable efforts to create awareness about the benefits and significance of insurance. Though there is ample scope to penetrate in untapped markets existing in rural India, there is still psychological blocking among the people.

Kolhapur district in western Maharashtra is one of the developed areas with strong agriculture base, cooperative organizations and various types of industries. Obviously in this competitive world every life insurance company is trying to maximize its market share by exploiting existing market to its maximum and by penetrating in to new market segments. At the same time they have to concentrate on retention of the old customers too. The needs and demands of the consumer are also changing rapidly with enhanced awareness and choice. Therefore the study of consumer behavior has become important in case of Life Insurance Business.

2. Importance and Significance of the Study

With the entry of private players the industry has become more flexible. With enhanced competition new products are introduced. Every player is trying to attract the customer by offering some benefit or concession. Studied consumer is expecting something new along with benefit, flexibility and special concessions. Consumers have recognized their position and importance in the market. As a result they are become demanding. This has changed the face of the market. Now every player has to develop a product which may address maximum needs of the consumer, which is divided into at least five levels of income across the country. Now Life insurance companies have to be more sensitive and responsive to the consumer expectations. This has made the study of consumer behavior significant for Life Insurance companies.

3. Objectives of the Study

This study is undertaken with a view to analyze the awareness and buying behavior of the consumers towards various Life insurance Companies and their products. So the objectives of the study are as follows:

1. To study the consumer awareness about different insurance companies and their products.
2. To know the different reasons for buying insurance products.
3. To analyze and estimate the market potential for various products of different companies.
4. To know the prevailing view of the consumers towards various insurance policies in terms of price, features, returns, risk coverage, tax exemptions and service.
5. To give suggestions for the improvement if necessary.



4. Hypotheses

1. Life insurance companies are lacking behind in promotional efforts as people normally do not buy insurance services.
2. Consumers are selecting the insurance policy after careful study that is why they are happy and contented with their decision.

5. Research Methodology

There are two ways to collect the data for the research, Primary data & Secondary data.

(a) Primary Data

A primary data are those, which are collected a fresh & for the first time and for the purpose of the research and thus happens to be original in nature. Here, the researcher will collect the primary data with the help of survey method. A structured Questionnaire will be prepared for the existing consumers having insurance policies, which will be served to the consumers and their replies will be sought. In addition to it discussion and interviews of the consumers will also be conducted to collect the necessary firsthand information to fulfill the objectives of the study.

(b) Secondary Data

Secondary data are those which have been already collected by some other agency and which is already processed and published and used for their purpose. Generally speaking secondary data are the information which is collected by some other person/organization for its own need, but latter used by others for different purpose. Here, various books, magazines, journals, websites, reports etc., which are generated by insurance agencies will be referred as secondary data.

Sampling and sample size

The sample of 125 respondents from Panhala Taluka of Kolhapur District will be selected by the random sampling method as representative units of whole population.

6. Expected Contribution

This research work will cover the study of consumer behavior of life insurance business of entire Kolhapur District Market. The study will put some light on the consumers' decision making process and the aspects they take in to consideration while buying the insurance product. It will also help to rank the consumers choice regarding agencies, their reputation, cost, service, convenience and design of the product etc. The study will put some light on how life insurance product's consumer makes the decision and what insurance companies should do to attract new consumers and to penetrate in to the market.

7. Chapterisation

- Chapter No. 1. Introduction and research design.
- Chapter No. 2. Over view of insurance industry
- Chapter No. 3. Consumer behavior: A conceptual Discussion.
- Chapter No. 4. Data Presentation, analysis and Interpretation
- Chapter No. 5. Findings, Conclusions and Suggestions
- Bibliography
- Appendix

(Specimen Copy for reference only! Remember ours is an online submission!)

A Synopsis on "A Study of Financial Statement Analysis" With reference to ABC industries Ltd., Kolhapur.

1. Introduction

Present study is undertaken in ABC Industries Ltd., which is well known as ABC Industries. It has earned good name for good quality of casting gray Iron & S.G. Iron. Financial statement and ratio analysis is a very important as it can transform statements into meaningful and useful figures revealing some important features of the industries state of affairs. Ratio analysis helps in understanding and interpretation of financial statement. It helps in evaluation and drawing proper meaning of the past activities made from data expressed in the financial statements. It helps even in forecasting the future prospects of the undertaking as regards to the dividend paying ability, liquidity, earning per share, return on investment etc.

In other words it is a process of establishing the meaningful relationship between the items of the two financial statements with the objective of identifying the financial and operational strength and weakness. To analyze or read the financial statements, not only the figures presented but its analysis and relationship with other figures is also important.

Ratios indicate quotient of two mathematical expressions and as the relationship between two or more things. As ratio analysis is used as a bench mark for evaluating the financial position & performances of a firm it help also help to summarize large quantities of firm's financial data to make qualitative judgment about the firm's financial performance over the period.

2. Importance and Significance of Study

1. The analysis and interpretation of financial statement helps in identifying the financial position or strength and weakness of the company.
2. Ratio analysis creates awareness and its fair meaning about financial statement in the management. Which may help to improve the future performance of the company?
3. Ratio analysis play important role in solving financial difficulty as its interpretation puts light on many aspects otherwise neglected.
4. The study provides useful information which can be utilize effectively to predict and evaluate the entity's financial capacity.

3. Objectives of Study

1. To analyze the working capital of the company.
2. To evaluate the financial performance of the company with the help of ratio analysis technique.
3. To study various trends in financial statements with the help of trend analysis.
4. To know the financial position of the concern throughout the reference period by way of comparison

4. Hypotheses

1. ABC Industries is capable to maintain its Current Assets greater than current liabilities.
2. Profitability position of the ABC Industries is increasing year by year.



5. Research Methodology

Research methodology refers to the scientific procedure for the acquiring knowledge based on empirical observation and logical reasoning. It is imperative that any type of organization in the present environment need systematic supply of information coupled with tools like ratio analysis for making sound decisions which involve minimum risk. In this context research methodology plays very important role for this family owned business unit.

The topic is very relevant in present context and in particular to this company. Globalization has increased the competition and it has become essential for every business to evaluate its financial position to plan its future growth. This project includes following two steps.

(a) Collection of data from the financial statements i.e. annual reports, balance sheet and profit and loss account for the referred period.

(b) Analysis of the collected data by using ratio analysis techniques and then interpretation of these ratios to draw the conclusion. Further based on all these things scheme of suggestion is to be prepared.

Data Collection:

The researcher will collect the primary data for this project by using all the three methods i.e.

Questionnaire Method

Direct unstructured Interview method

Observation Method

A separate questionnaire will be designed and served to people holding key positions. The approximate number of respondents is 10. For additional insight into the affairs of the company unstructured interviews and discussions will be conducted. These interviews may reveal additional information about company's financial position. The researcher is presently working with the same firm so he will get chance to observe all the proceeding and functioning of the company. So, all the three methods will be used effectively to collect primary data.

Secondary Data

The secondary data is the data published by some other agency for its own purpose. In this project secondary data is more important. So the annual reports, balance sheets, profit & loss account of ABC Industries will be used for the purpose. Thereafter with the help of ratio analysis technique and trend ratios will be drawn. This data will be presented in tabular and graphical form to draw the conclusion. Further based on this study scheme of suggestions will be given.

Limitation of Study

- (1) For the above mentioned study period of 3 years i.e. 2007-08, 2008-09, 2010-11 is considered.
- (2) Considering the time at disposal detail inspection of the accounts is not possible.
- (3) Only one unit of ABC Industries is under consideration

Expected Contribution

This project will help to assess the financial health of the organization. It will put some light on the financial position of the ABC Industries for the given period. It will show the areas where

organization must reduce its cost to enhance its profitability. It will help the organization in financial decision making by pointing our critical areas for cost saving. It will also help the organization in optimum utilization of its resources. The study may help the organization to enhance its profitability further.

6. Chapterisation

Chapter- I : Introduction

Chapter- II : Theoretical Background

Chapter_ III : Industry Profile

Chapter- IV : Data Presentation and Analysis

Chapter- V : Findings, Conclusions and Suggestions

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THE RESEARCH PROJECT REPORT GUIDELINES

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Identification of a Suitable Topic

1.1 Introduction

The Project represents the culmination of your studies. It is an opportunity for you to research something of interest and importance to you and/or your organisation. You should also develop a “state of the art” expertise in your chosen area.

This document lays out the requirements of the Project and the process to be followed. (Your study of research methods is also important for developing the background to the research process.) In addition to these guidelines, the web page at <http://woodm.myweb.port.ac.uk/projects> has a number of links that should be helpful.

1.2 Objective of the dissertation

The objectives of the dissertation are to develop the ability to investigate specific issues relevant to your degree and to communicate findings in an appropriate manner.

1.3 Requirements

The overall requirement is that the design, execution and reporting of the investigation must be of an appropriate standard for a Masters degree.

To achieve this, the report must include sections on (a) the background and aims, (b) a literature review, (c) the research methods adopted, (d) the analysis of the data/research problem, and (e) conclusions and recommendations:

- a the aims of the investigation should be relevant to the practice of management at a strategic level, clearly specified, and should present an appropriate level of challenge. The background should also be explained to provide motivation for the research.
- b the investigation should review, critically evaluate and draw on relevant previous empirical and theoretical research;
- c the investigation should use appropriate research methods (normally involving the collection and analysis of empirical data), which should be discussed and justified;
- d these methods should be used to provide a clear and critical analysis which meets the research aims;



e the results, conclusions and recommendations put forward should be supported by appropriate evidence and arguments;

The report should be clearly written and presented in an acceptable format (see Section 2.3 below). The number of words in the project (including textboxes, footnotes and endnotes, but excluding appendices, abstract, references and the list of contents) must be stated somewhere in the beginning of the project, and must not exceed 8 000.

It is also essential that the ethical checklist in Appendix 2 should be completed, signed, dated and submitted with the project as an appendix (otherwise the project cannot be awarded a pass mark).

1.4 Selecting a topic

You should have studied research methods before starting your project, because this provides essential guidance for good practice in research and will provide initial ideas for possible topics.

To select an area of study, the following questions may be of use:

- Where do I want to be in five years?
- What skills and knowledge do I additionally need to get there?
- What problem areas are there in my job or company that I would like to see tackled?
- What aspects of the course would I like to pursue further in their practical application to my present or future circumstances?
- What organisational problems do my contacts see as being important to investigate and solve?
- What practical outcome would I like to see achieved as the result of spending considerable time on a study and investigation?
- Is the proposed project feasible? Am I likely to be able to get access to the required information?

1.5 Past project reports

These projects will guide you with base work from where you can take the study further. There is no point in reinventing the wheel!



1.6 Organisational support

If appropriate, provisional acceptance of the topic should be obtained from the organisation from which you plan to collect the majority of the data, before a formal proposal is submitted to the University.

If appropriate, we recommend a supportive organisational mentor should also be involved who will be willing to discuss ideas from the organisation's viewpoint and who will be able to provide contacts and obtain permission for data to be collected. Whenever possible this person should write a brief statement on the usefulness of the project to the organisation, which could be included in the final report as an appendix.

1.7 Academic approval of topic proposed

We will normally treat the project plan assignment as a project proposal. If your proposal is considered acceptable (and most are) it will be passed on to an appropriate academic supervisor (see 2.1 below).

2 Carrying Out Your Research Project

2.1 Academic support

An academic supervisor will be appointed to supervise your project.

It is **your** responsibility to make contact with your supervisor, to arrange a regular series of tutorials and to make sure you are making satisfactory progress. It is **not** the supervisor's role to check you are carrying out the work to the agreed timetable. (The development of the ability to work independently, and to arrange your own schedule of work, is an important part of the Research Project process.)

Supervisors will try to respond to requests promptly - normally within seven days. Holidays, and periods away on business, may interfere with this: supervisors should let students know of any periods of seven days or more when they will not be available. It is a good idea to discuss the scheduling of your project with your supervisor at an early date so that any problems can be resolved.

You should also note that you cannot normally expect your supervisor to comment in detail on revisions that you make in response to your supervisor's comments. (Obviously if your supervisor had to comment on every change, the job might never be finished!)



You should make sure you communicate with your supervisor to:

- 1 Discuss scope and obtain advice on background reading.
- 2 Discuss the literature review and how this links with your research.
- 3 Discuss your research design and methods. It is very important to check with your supervisor before starting to collect empirical data (eg sending out questionnaires or arranging interviews), and to check that your supervisor considers that your project satisfies the appropriate ethical guidelines (see Appendix 2).
- 4 Discuss your analysis, conclusions and recommendations.
- 5 Review the final report. Obviously, you will need to allow time for your supervisor to read the final draft and for you to respond to suggestions – you should check with your supervisor how long this is likely to take.

Your supervisor may also offer comments and feedback on your work at appropriate points during the project (eg looking at draft chapters). You should note, however, that a supervisor's role is not to provide a detailed check of your work, nor is it to correct your use of English or your spelling. The supervisor's role is to provide general guidance and advice on the content and process of your research project.

2.2 Timescale of dissertation

From past experience, on average, dissertations may take 2-3 months to complete by students

The final 15 days include supplying a full draft copy/pre-submission PPT to your supervisor before submission, to allow for comments, feedback and any revisions/improvements.

2.3 Layout of final report

The first page of the final report should follow the pattern as mentioned in format available on institute website.



Appendix : STUDENT DISSERTATION ETHICAL REVIEW CHECKLIST

(There should be more information, and an up-to-date electronic version of this document, at <http://www.port.ac.uk/departments/faculties/portsmouthbusinessschool/research/pbsethics/>)

This checklist should be completed by the student and passed to the supervisor prior to a review of the possible ethical implications of the proposed dissertation or project. No primary data collection should be undertaken before the supervisor has approved the plan.

1. What are the objectives of the dissertation or research project?
2. Does the research involve *NHS patients or staff*? If so, it is likely that full ethical review must be obtained from the NHS process before the research can start.
3. Is *primary data* to be collected? If not, please go to Q14.
4. What are the *objectives* of the primary research?
5. What is/are the *survey population(s)*?
6. How big is the *sample* for each of the target groups and how was this target arrived at?
7. How will respondents be *selected and recruited*?
8. What steps are proposed to ensure that the requirements of *informed consent* will be met for those taking part in the research? If an Information Sheet for participants is to be used, please attach it to this form. If not, please explain how you will be able to demonstrate that informed consent has been gained from participants.
9. How will *data be collected* from each of the target groups?
10. How will data be *stored* and what will happen to the data at the end of the research?
11. How will *confidentiality* be assured for respondents?
12. What steps are proposed to safeguard the *anonymity* of the respondents?
13. Are there any risks (physical or other, including reputational) to *respondents* that may result from taking part in this research? If so, please specify and state what measures are proposed to deal with these risks.
14. Are there any risks (physical or other, including reputational) to the *researcher or to the*



University that may result from conducting this research? If so, please specify and state what measures are proposed to manage these risks.

15. Will the proposed research involve any of the following (please ring 'yes' or 'no'; consult your supervisor if you are unsure):

- Vulnerable groups (e.g. children)? YES/ NO
- Particularly sensitive topics? YES/ NO
- Access to respondents via 'gatekeepers'? YES/ NO
- Use of deception? YES/ NO
- Access to confidential personal data? YES/ NO
- Psychological stress, anxiety etc? YES/ NO
- Intrusive interventions? YES/ NO

16. Are there any other ethical issues that may arise from the proposed research?

Name (student):

Name (supervisor):

Signed (student):

Signed (supervisor):

Date:

Date:

DAIMSR

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