SYMBIOSIS CENTRE FOR DISTANCE LEARNING (SCDL)

Project Guidelines for Post Graduate Diploma in Business Administration

1. Understanding the significance of a Project Report

Many learners underestimate the significance of a project report and make a mistake of thinking that excellent marks can be scored by simply producing a good lay-out.

This is fundamentally not the case as many projects are graded well below their potential because of an indifferent or poor write-up. In order to acquire the right balance, a learner should consider the aim behind making a good project.

It provides the opportunity for a learner to demonstrate independence and originality, to plan and organize the project work, and to put into practice some of the techniques a learner has been taught throughout the program**.**

2. Meaning of a Project

A project can be defined as a temporary endeavour undertaken to achieve a particular aim or it is a study of factual information for comprehending and applying the various concepts of the course into practice. In simple words, a project can be understood as mentioned under:

- It is a practice of verification or demonstration of concepts or hypotheses or processes learnt.
- It is also a technique of self-learning, learning by doing. It has a practical value.
- The purpose of project is not to generalize but to study the situation with a practical orientation.

3. Application of Research Methodology to Project Work

SCDL allows learners to take up any topic of their interest and choice for project work.

However, learners should bear in mind that project topic should be relevant in their area of specialization. For example, the learners of PGDBA (Marketing) should carry out their project work only in the functional areas of Marketing. Although an illustrative list of the topics is being given at the end in order to give an idea about project topics or titles of the project, learners are nevertheless advised not to restrict themselves only to the topics specified**. If the learner submits a project which is not relevant to his/her specialization, then the project will not be evaluated and the learner will be treated as fail. SCDL gives the liberty to the student to choose any topic relevant to a learner's (Primary) specialization.**

Steps in Research Process are as follows:

- Defining the problem and Project Objectives
- Designing Project Plan
- Collecting Data
- Analysis of Data
- Interpretation and reporting the findings in Soft copy

4. Project Guide

Projects can be guided by any Post Graduate degree holder with / without a Doctorate Degree working in an academic institution (preferably teaching MBA / Management course) or a person working in the managerial cadre in any industrial / business / IT organization. Learners must take advice and suggestions from their guides from time to time.

5. Technical specifications of the project report

- Paper: A4 size Bond Paper only (11"x 8.5")
- Fonts: Times New Roman, 12 font size, '1.5' spacing
- Margin: Left 35 mm, Right 20mm, Top 35mm, Bottom 20mm
- First (preliminary) page should have the following information:

i) Top: The Title in BLOCK CAPITALS

ii) Centre: Full name of the student in Capital letters and Registration Number

iii) Full name of the Guide (If any) in BLOCK letters, with the designation

iv) Program Name, Specialization Name in BLOCK letters.

v) Bottom: Name of the Institute (i.e. SCDL), in Block Capitals, and the Academic year

6. Instructions for the preparation of soft copy of the project report

- The title of the project-report should not be the same as the objectives, as there can be more than one objective for a particular study.
- Each objective will have at least one or more findings and suggestions.
- Each objective must have relevant questions in the questionnaire and/or interview schedule.
- Learner must ensure adequate coverage of the topic in general and objectives in particular.
- Colored figures/diagrams/graphs/tables will add value to the presentation of the report.
- Every table and diagrammatic representation should have a serial number and a caption.
- Soft copy of the project should be sent through project submission link available in your login.

- Project Report should be of minimum 50-65 pages (excluding annexure) for all two year programs.

For soft copy submission the scanned copies of the following certificate to be attached with the project report

7. No Objection Certificate

If the project is carried out in an organization, a certificate of the CEO or any other authorized person of the organization is necessary, mentioning that the organization has no objection in publishing the findings of the project study.

The certificate should bear the name of the authority with signature and company stamp.

Alternatively, the certificate should be given on the company's letterhead and signed by the company's authorized person.

8 (a) For Employed Learners

SPECIMEN

NO OBJECTION CERTIFICATE

This is to certify that …….. (Learner's name) is an employee of this institute/organization for the past ……month / years.

We have no objection for him / her to carry out a project work titled "……" in our organization and for submitting the same to the Director, SCDL as a part of fulfillment of the….....Program.

We wish him / her all the success.

Seal of the company

Signature of the competent authority of the Institute / Organization

Place:
Date:

8 (b) For Non Employed Learners

SPECIMEN

NO OBJECTION CERTIFICATE

This is to certify that …….. (Learner's name) is permitted to use relevant data / information of this organization for his / her project in fulfillment of the ……..Program.

We wish him / her all the success.

Seal of the company

Signature of the competent authority of the Institute / Organization

Place:

Date:

CERTIFICATE / DECLARATION REGARDING ORIGINALITY

This is to be given by the learner and the Guide indicating that this project work is original and submitted for the first time.

8 (c) Declaration by the Learner

SPECIMEN

This is to declare that I have carried out this project work myself in part fulfillment of the ……..Program of SCDL.

The work is original, has not been copied from anywhere else and has not been submitted to any other University/Institute for an award of any degree / diploma.

Date: Signature:

Place: Name:

8 (d) Certificate of Guide

SPECIMEN

Certified that the work incorporated in this Project Report…….. (Title) submitted by

…….. (Learner's name) is his/her original work and completed under my supervision.

Material obtained from other sources has been duly acknowledged in the Project Report

Date: Place: Signature of Guide:

9. Chapterization:

The following sequence should be followed while submitting the project report.

Particulars	Page Number
Preliminary page should have the following information: • Top: The Title in BLOCK letters • Centre: Full name of the student in BLOCK letters and Registration Number • Full name of the Guide (If any) in BLOCK letters, with the designation • Bottom: Name of the Institute (SCDL) in BLOCK letters and Academic year	i
No Objection Certificate	ii
Certificate/Declaration regarding Originality/ Declaration by the Learner	iii
Certificate by the Guide	iv
Chapters	
Introduction	1
Objectives and Scope	
Theoretical Perspective	
Methodology and Procedure of Work	
Analysis of Data	
Limitations	
Findings, Inferences and Recommendations	
Conclusion and your suggestions for improvement in the organisation	
Summary of the Project Report	60 - 65
ANNEXURES (if any)	I
I) References, if any II) List of Figures, Charts, Diagrams, if any III) List of Tables, if any	

10. Scheme of Assessment and Evaluation of Project

Sr. No.	Criterion for Assessment
1.	Area and topic selected for the project work
2.	Need of the project topic and statement of objectives of the project work
3.	Methodology and procedure of the project work
4.	Tools of data collection
5.	Presentation of collected data tabulation, diagrams, graphs etc.in a concise form
6.	Analysis of data
7.	Use of statistical techniques for analyzing of data
8.	Findings, inferences, their educational implications and recommendations
9.	Preliminary pages of the project report, typing, and get-up of the report
10.	Overall impressions about the project work and its presentation in the report form

If the project has any relevance to the existing job profile, a learner has to furnish a feedback from his/her immediate superior as to why/how the particular topic has been chosen by the concerned learner and what value it would add in general or in particular.

11. Selection of Project Topic

The project can be selected in various ways like

- Select a company / organization / institute concerned
- Discuss with concerned persons, your specific requirements and select the subject/topic in their consultation.
- Discuss with your faculty concerned, before making a choice of your subject/topic.
- Consult experts in the field to make a right choice of the subject
- Study various articles / news items etc. appearing in dailies, weekly, monthly magazines to look for a desired topic.
- Discussions with the relevant firm may help select a proper topic.
- A critical eye can help you spot the right topic for your project.

****

Important instructions

Student should submit the project report in soft copy only in the student portal

Please note **Plagiarism check** is mandatory before submitting the final soft copy of project to SCDL for evaluation. In simple terms, plagiarism is copy-paste. Students can use the Free and Open Source Software (FOSS) available online for checking the same (For e.g. http://plagiarisma.net/). As per the UGC guidelines, similarity index should be less than 10%. The plagiarism report should be attached with the project report without which the project report will not be evaluated.

- For query on evaluation of project the students are required to contact SCDL within 8-10 working days after the Project marks reflected in performance sheet. The queries received after mentioned above said time will not be considered.

- Students are required to submit the soft copy of Project Report with applicable Project Submission Fee. The fees can be paid online through Project online payment link or by Demand Draft. The D/D should be in favor of "The Director SCDL, Pune" payable at Pune and attached the D/D with duly filled Service Request Form.

The Project submission link and online payment link is available under the project option in your student centre.

- compress the project file/s and other relevant documents in single .zip or .rar folder then upload single folder in your student login.

- **Project report is to be typed and should not be handwritten. Handwritten Project Report will not be considered for evaluation.**

- **The student are required to submit individual Project Report as per the guidelines given. The preparation of Project Report as Group activity or copied shall be avoided and found if any will not be considered for further evaluation which please may be noted**

****