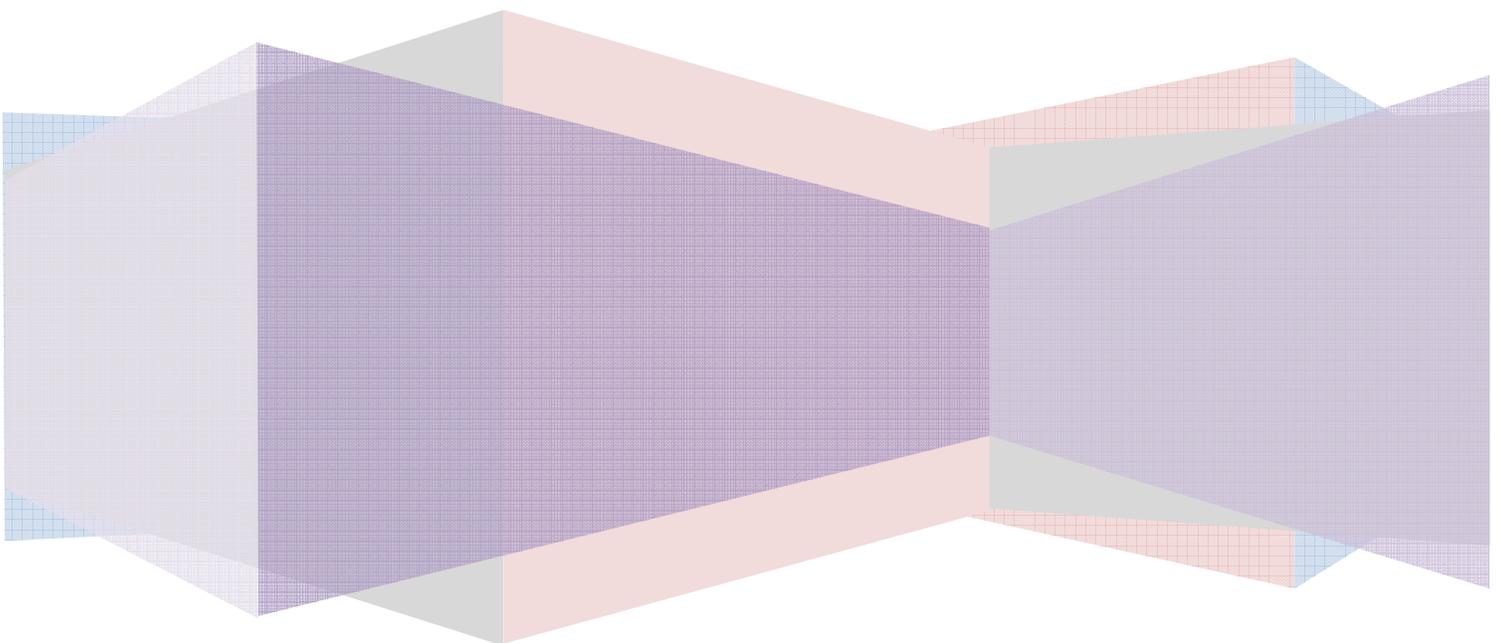


PROJECT PROCESS DOCUMENT

AURORA'S PG COLLEGE
Ramanthapur





WELCOME NOTE

My Dear Students,

Aurora PG Colleges, Ramanthapur, Moosarambagh and Uppal are renowned premium colleges in the field of Post Graduate Education. The colleges are approved by AICTE and affiliated to Osmania University. Till now, the colleges produced 17 MBA batches and 17 MCA batches of students till now. Majority of the students have been placed in reputed Multinational Companies and many got admitted into renowned National and International Institutes of higher learning. Now it is time for you to emulate your exemplary seniors and to reach higher echelons of the society.

The Post Graduate Colleges have a clearly defined goal of evolving into the best institutes for Post Graduate education. To reach the envisaged goal, the colleges provide not only highly committed and qualified faculty but also infrastructure facilities for curricular, co-curricular and extra-curricular activities. The central concern of these institutions is to strive for pedagogical and scholastic excellence ably provided by the faculty. Dynamism, experience and erudition characterize the teaching community at Aurora. Highly qualified with MBA, MCA, M. Phil and Ph.D. degrees, the faculty bring their expertise and application oriented attitude to the classrooms.

One of the innovative features of Aurora Group is its novel teaching-learning process that synthesizes conventional mechanisms of learning such as lectures and laboratory sessions, with interactive sessions like Seminars, Guest Lectures, Industry - Institute Interaction, and Assignments that enrich and make learning a pleasure. This Project Process Document, a unique feature of Aurora helps you as a ready reckoned document by giving complete guidance on the project work and to prepare you well in advance for the same. In addition, it also provides various formats to be used at different phases of the project work.

The college has been successful in getting very reputed organizations for placements owing to the quality of its projects and I am happy that preparations are in progress to see that all the students of these colleges would have their future clearly defined and secure.

From the Institute's side, we assure you that we leave no stone unturned to achieve the above goals. You too, as a student, have a crucial role to play in this arduous but exciting enterprise of making Aurora synonymous with learning and professionalism.

I invite you all to join us in our journey towards excellence.

Secretary, Aurora Group of Institutions

PROJECT WORK

Project Work is the best way to practice what one has learnt as theory. The purpose of including project report in the MBA Program is to provide an opportunity to work for an industry problem and apply management concepts in a scientific manner. It enables the application of conceptual knowledge in a practical situation, conducting a study in a systematic way and presenting its finding in coherent report

Project is a full time activity to be undertaken by the students after the completion of second semester for a period of 6 weeks (i.e. 45 days). During this period, students have to select a project related to his/her major specialization. The student must undergo the standard process as being specified here in, before start of the project to take maximum benefit from the project work. Once all the process stages are completed, it is assured that the final project report is complete in all respects; the necessary comprehensive seminar to assess the complete understanding of the project work is ascertained. Students need to adhere to every timeline given in schedules for successful completion of the project work.

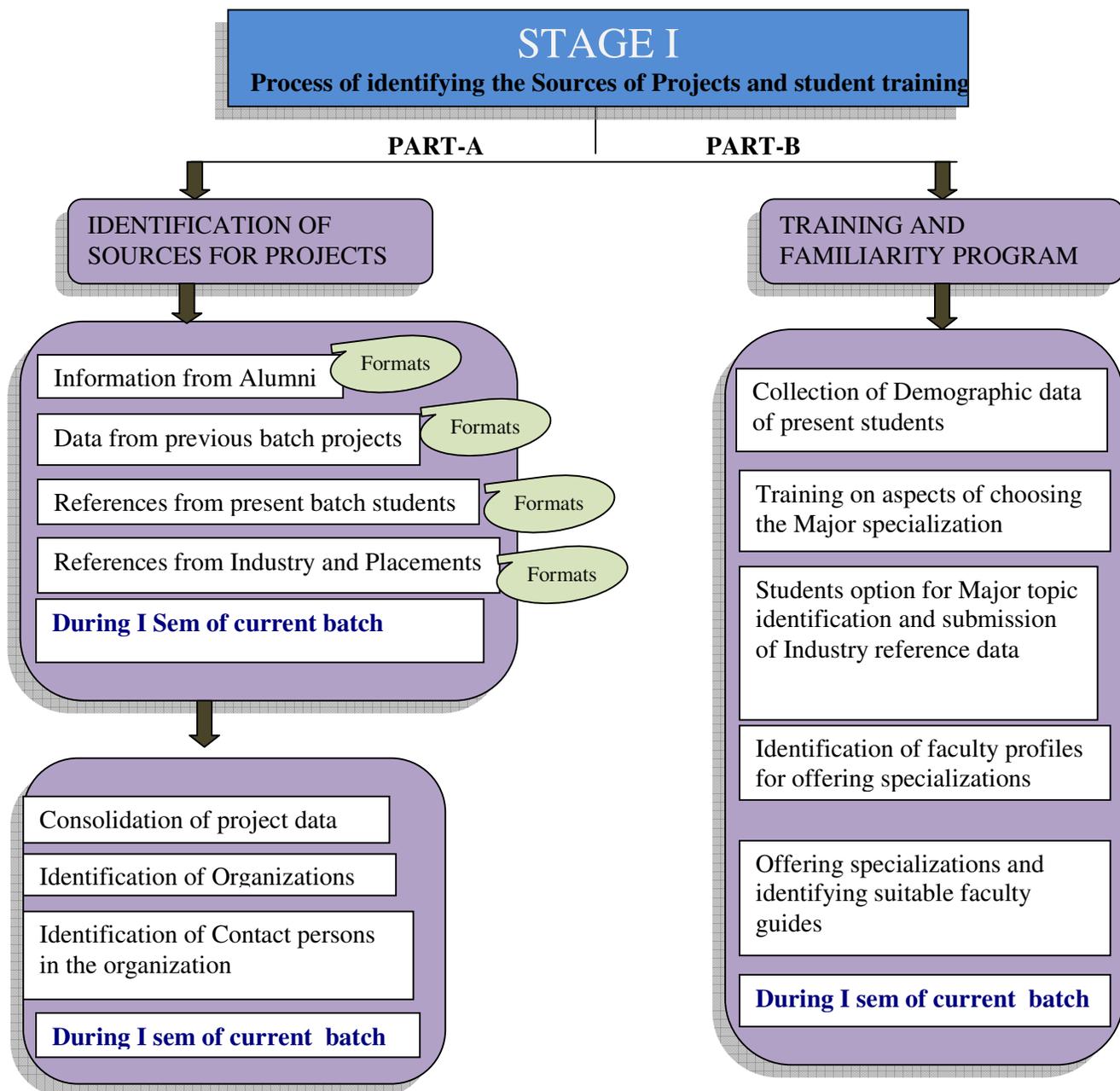
THE OBJECTIVES OF PROJECT WORK

1. To help students get complete knowledge in the specialized functional area and the domain they choose for project
2. To implement the theoretical understanding in practical applications i.e working scenario of industry by being a member and observer in the industry for a specified period.
3. To get better at understanding on the: problem identification and definition, understanding objectives, appreciate the scope, data collection process, questionnaire preparation, methodology of surveys, practical use of tools, analysis and inference of collected data etc.
4. Written documentation of the entire project working and also gain confidence in presenting orally.
5. To Gain complete confidence in the functional area and the domain of project work, the tools used and also on the actual project work to present during the comprehensive project viva and more specifically during the job interviews.

The total project work is divided into six stages and each of the stage is having some specific functions to be carried out by the faculty in Management departments and the students. The following is a description of different stages in the project identification, association with industry, data collection and using tools to analyze the same for inferences, seminars on the artifacts of the project, documentation, preparation and submission of final project report.

STAGE-I

The following flow chart explains the steps of STAGE-I of the project work. There are two parallel processes i.e. Identification of sources for projects and Training and familiarity program for students.



PART - A

- Alumni Meet will be conducted during the 1st Semester for every new Batch of Students to offer an interaction with the Alumni. Data will be collected on probable opportunities of projects available in their organizations for the forthcoming years in various domains and functional areas with information on the available industry guides and their contact numbers (as per the format provided by the college for this purpose). They can either directly or indirectly help in identifying the projects in their work places in various functions, get the objectives, domains, tools, and expected outcomes, or help us identify whom to interact for better success of this objective.
- From the previous data base of projects the students had completed earlier at this college, it is easy to identify the industries that are offering projects to the students along with their contact details like phone numbers and mails. (as per the format on data collection –previous project data sheet). After compiling the data, the college will organize a formal meeting or a panel discussion by calling a good number of professionals from the above two source of data base. Having built relations thus, elicit data of projects from them to identify the objectives, domains, tools and end results etc.
- Current students have to find references of their family members or cousin, friends and siblings, neighbors, or friends of their parents from their organizations and bring at least two company names as reference for projects in the area of specialization they are choosing. (*format enclosed-referenceformbaprojects*). T and P coordinators shall build relations and contacts to elicit data of projects from them to identify the objectives, domains, tools end results etc.
- Training and Placement co-coordinator will interact with public and private sectors and large scale organizations to **get a list of projects** which are available with them every year.(Generally companies like APSRTC, BHEL, certain training agencies keep such list accessible). He/she shall also look at other source as specified by alumni and the present students. The T&P officer either contacts through alumni , or builds direct relations with these companies and elicit data of projects from them to

identify the objectives, domains, tools and end results etc. (Even out location opportunities to be assessed)(**format enclosed project data sheet**)

- The data compiled will be consolidated, the organizations and contact persons in the organizations are made ready.

Part- B: Training and Familiarity Program (Parallel Program)

- The demographic details of the student will be collected like his/her educational qualifications, medium of instruction, either living with parents or staying in hostel etc by providing a format. All these details will be compiled and formed into a data base for every batch of students.
- Orientation will be given for selection of the specialization (MAJOR)(PPT slides enclosed), and after assessment of the compiled data, necessary guides will also be identified.

Orientation on Specialization

Students will be given an orientation program on various specializations offered by Osmania University i.e., Financial Management, Marketing Management, Human Resource Management and Systems Management. The faculty concerned will discuss the basic orientation needed for selecting these specializations and the prospective job opportunities available is also shared with each of these specializations keeping in view the student's interest and orientation.

Criteria for Choosing Specialization

- Considering the student's passion
- Educational background from Graduation and their specializations
- Personality type (Pushy type, quick to mix, prefer isolation, not too keen to mix)
- Personal interest (Which area to work on, constraints if any, future)
- Plans, prefer to do higher studies, demographic details
- Career options available in a specified field
- Availability of internal guides in the specialization opted for

Financial Management: It is the allocation of assets and liabilities over time under conditions of certainty and uncertainty. A key point in finance is the time value of money, which states that a unit of currency today is worth more than the same unit of currency tomorrow. Finance aims to price



assets based on their risk level, and expected rate of return. Finance can be broken into different sub categories: corporate finance and personal finance. All these categories are concerned with activities such as pursuing sound investments, obtaining low-cost credit and allocating funds for liabilities and banking. The broad fields of this area are:

- Investment management
- Strategic management accounting
- Security analysis and portfolio management
- Financial derivatives etc.
- Microfinance

The above information helps students to know the overview of the three major areas and also assists them to choose a relevant topic for their project work.

Marketing Management: It is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing activities are numerous and varied because they basically include everything needed to get a product off the drawing board and into the hands of the customer. The broad field of marketing includes activities such as:

- Product and Brand Management
- Promotion and Distribution Management
- Consumer Behavior
- Global Marketing
- Positioning Strategies
- Advertising and customer behavior

Human Resource Management: It is fundamentally an expression of an organizations belief in the employee element of that organizations success. The ability of HR to add value lies in its ability to leverage the tools that it has at its disposal, these include:

- Recruitment & Selection
- Workforce Planning
- Performance Management, Training and Development
- Industrial Relations / Employee Relations / Employment Relations



- Organizational Development / Change Management/ Compensation
- Corporate Training

Career Options

Finance: In the areas of Financial analysis, Economics, Investments, Securities, Costing, GDP, Taxation, etc.

Marketing: In the areas of Marketing, sales, branding, financing of products, advertisement, Marketing analysis, Sales force management and so on.

HR: In the areas of Statutory aspects, Labor Laws, OB, psychology, Knowledge Management, People management, Performance Appraisal and Compensation, Training and Development.

Career Prospects

- **Finance:** Financial planner, Financial research Analyst, credit manager, investor relations officer, insurance advisor, risk management, money management, real estate planner and investment banking.
- **Marketing:** a marketing manager/ head/team leader, brand manager, market research analyst and new product manager. Candidates with profound knowledge in finance can also look for the job opportunities available as strategic or market planning executives.
- **HR:** Recruiter, trainer, pay roll in charge, mentor, selection process appraiser, counselor, image builder, KM & strategic HR management.

Identification of Faculty Profiles

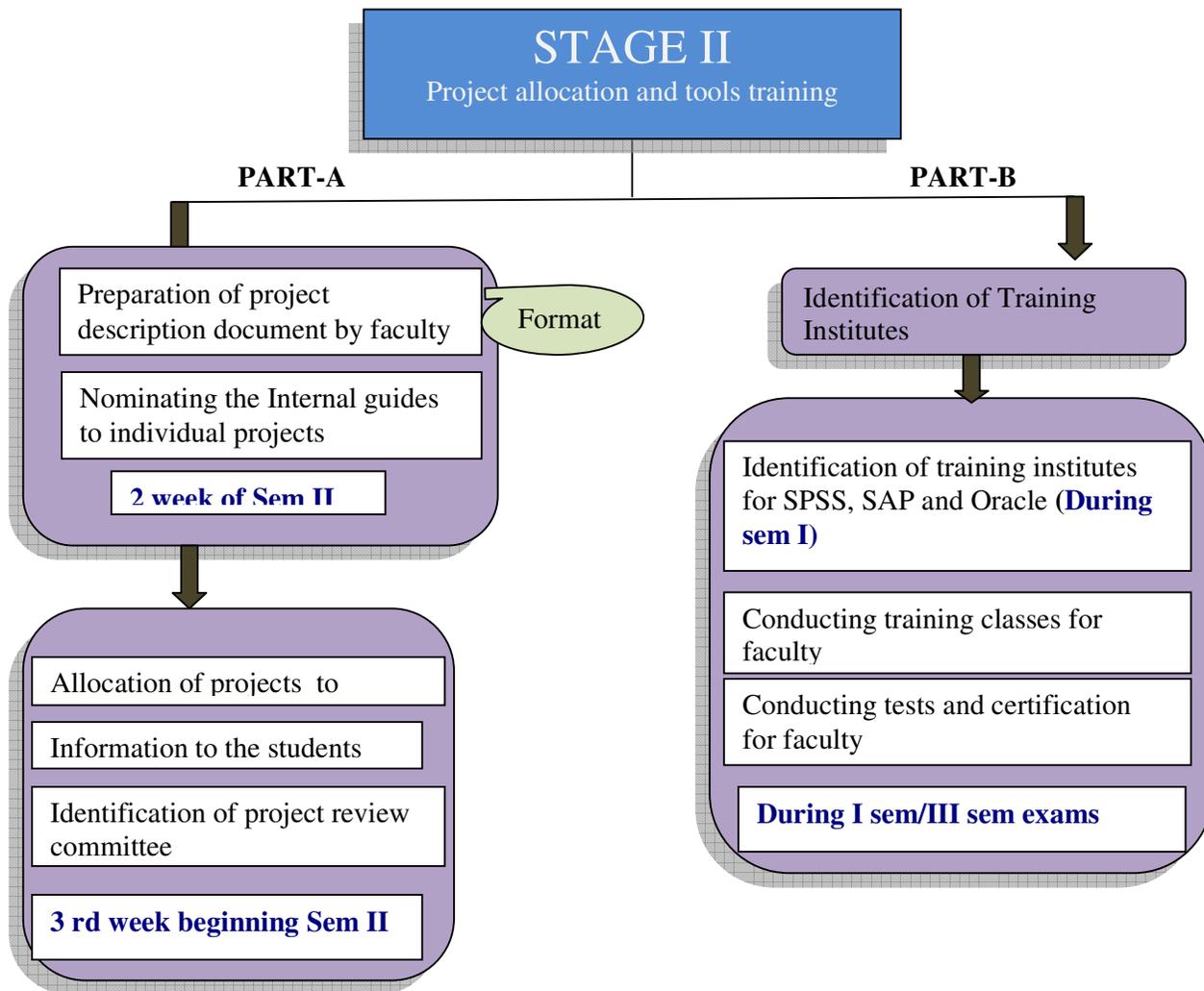
- Along with the details of the students the details of the faculty profile (as it is likely to change by addition of new faculty from time to time) will also be collected especially for the purpose of allocating faculty for the specializations chosen by the students. Faculty members will be allocated generally with a batch of around 16 students to guide based on the faculty specialization as well as on the specialization chosen by the students.

Offering Specializations based on the availability of faculty

- Based on the availability of faculty, specializations will be offered to the students, by considering the total number of students and the number of faculty. The choice of specializations will be decided based on the merit of the students.

STAGE-II

The following flow chart explains the steps of STAGE-II of the project work. There are two parallel processes i.e. identification of project review committee and training sessions for both faculty and students.



PART A :

- A guide, co guide and two-member project review committee will be identified for each project.
- Associate, faculty of said specialization to the functional area. Identify faculty of said specialization to the functional area. If number of guides required are more in a given functional area, try to allot from among the seniors who have the required

functional area as minor subject, or have guided students in similar functional area and thus have adequate experience to guide in this functional area. In such cases, ensure co guide is from the required functional area . Complete this before beginning of 2 week of II sem)

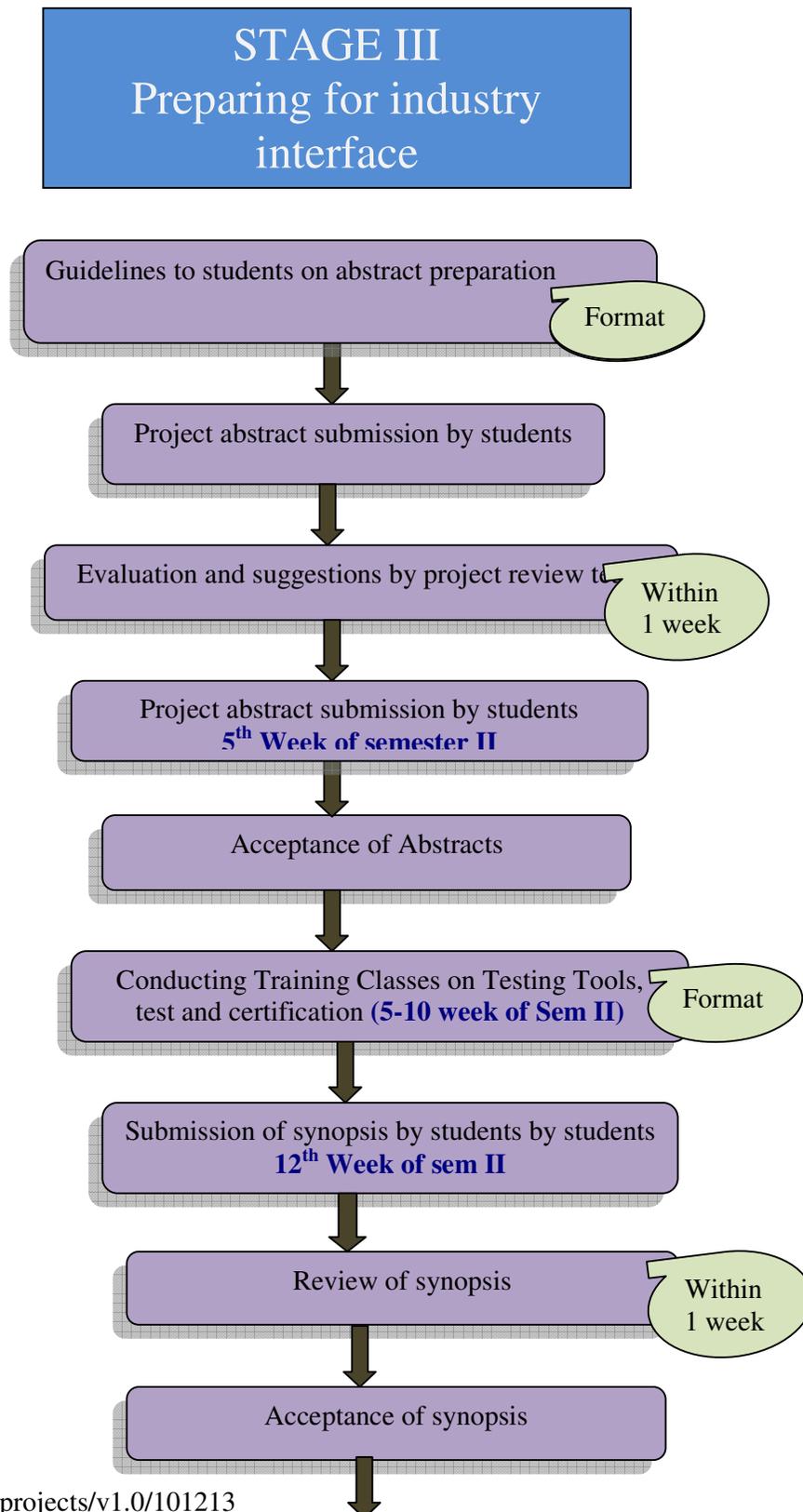
- After understanding the specializations chosen by the students and checking the opportunities available with different organizations for project work, the internal guides need to prepare a detailed document indicating the project title, description of the work to be undertaken by the students, research methodology to be followed , sources of data and statistical tools that can be used for the projects.
- Segregating the students on the basis of their merit and specializations (either I sem marks or Graduation/ICET ranks), and offer the project list to choose their project.
- Students have to note that allotment of project titles will be based on merit.
- Based on the complete choice of students, Names of the internal guides/ faculty mentors allotted for each of the student will be displayed on the notice board.(change of internal guides in not encouraged). Students have to be in constant touch with the Internal Guides during their practical work in the organizations.
- A detailed document indicating the project title, description of the work to be undertaken by the students, research methodology to be followed , sources of data and statistical tools that can be used for the projects shall be prepared by the internal guided and handed over to the students before they actually start the project work.

PART-B

- Proper training Institutes will be identified based on the requirements for various tools package training like SPSS, SAP, Oracle Finance, etc . The institutes that provided training for faculty and students will be assessed for their quality, training methodology, faculty competence etc. with the help of a format.
- Initially the faculty will be trained in these special tools and a test will be conducted to ensure that the faculty gained enough practical knowledge on these areas. The testing and certification is the responsibility of the training institute.

STAGE-III

The following flow chart explains the steps of STAGE-III of the project work which involves abstract preparation and evaluation by the faculty.



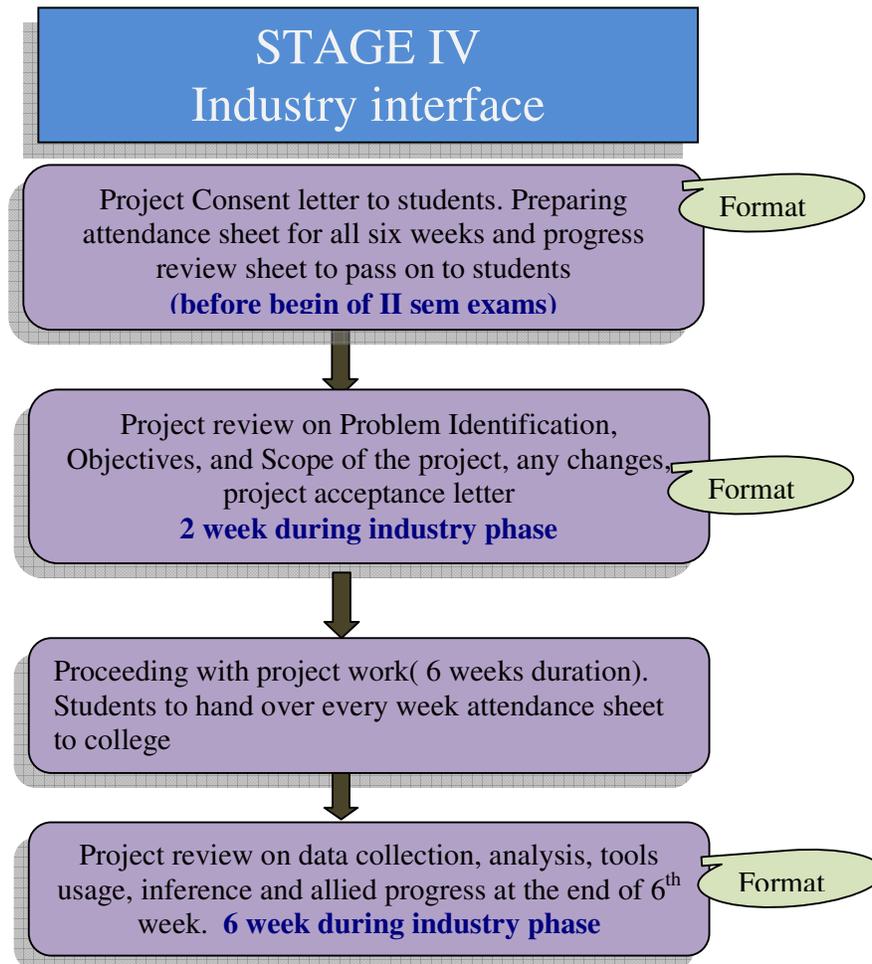
Domain Knowledge Test with Second Internals
During 14 week of sem II

Project seminar on complete understanding of
objectives, end results, scope, methodology
tools usage etc **(13-15 week sem II)**

- Each student has to prepare an abstract of the project he/she chose. Abstract is a summary of objectives of proposed project, the expected outcome, scope, domain, tools and the probable methodology which may lead to implementation in nutshell. It is a macro level summary of work in mind. (enclosed **format – project abstract format**).
- Reviews and suggestion by review team. Project review team should review the project abstracts submitted by the student and approve the abstracts after confining that they are as per the guidelines.
- In case if the abstract is not up to the mark the project internal guide can provide suggestions to the resubmission of the abstract by incorporating suggested changes.
- Training classes will be conducted to students on the technical tools so that they can effectively learn and implement the tools in their project report preparation. Related tests and certifications will also be completed.
- The above three step cycle repeats for synopsis.
- Students will be tested for their domain knowledge through a test (structure enclosed) conducted (during the 2nd Internal Examination).
- Every student gives the first project seminar covering the complete aspects like: Objectives, scope, end results, methodology and tools usage.

STAGE-IV

The following flow chart indicates the sequence of various activities associated with Stage –IV of the project work. In this stage students will be allocated with projects and the duration for completion of the project at industry is 6 weeks (approx 45 days).

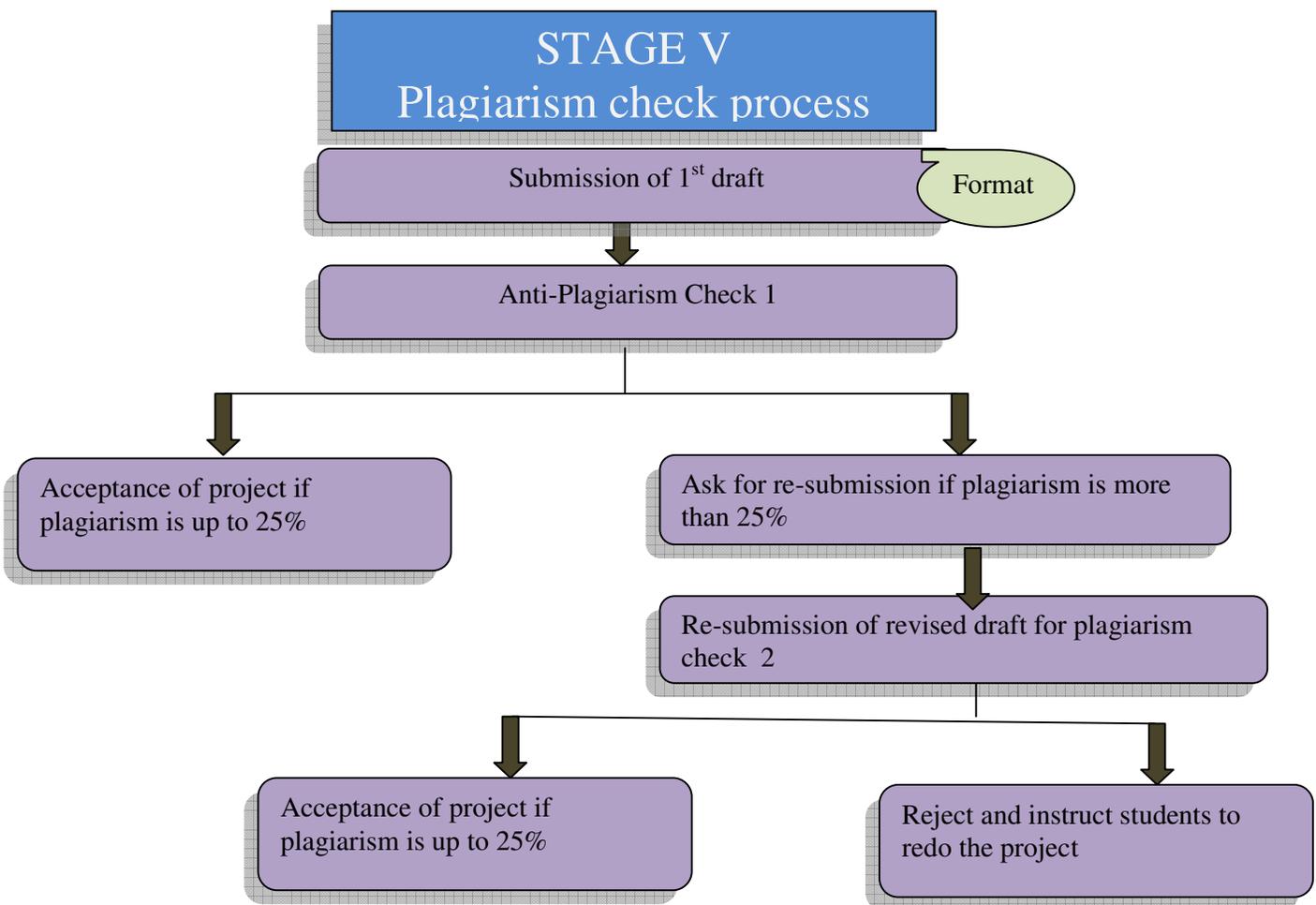


- Hand over Consent letter, Project sheet and six weeks progress review and attendance (*format enclosed- consentletter, student progress review*)to each student before going to examinations - II sem
- All the students have to bring their acceptance letters from the organizations and submit the same to the respective internal guides. Students are supposed to make as many visits as possible to the selected organization to gain a thorough understanding of the Problem of the study and collect information either through structured questionnaires / interview schedules. Collection of information and data should be done in consultation with internal Project Guide.

- All the students have to collect weekly attendance sheets and handover to the college.
- There will be two project reviews during second week and sixth week of the project to assess the progress of the project.
- Every student is required to give three project seminars at different stages of their project work in the presence of a Project Review committee. The first seminar will be given by the students before going to the project work indicating the Identification of the problem, introduction to the title of the project, objectives and methodology and scope of the project.

STAGE-V

The fifth stage of the project work will have the submission of draft versions by the students and anti-plagiarism check by the departments concerned. Various steps of this stage are indicated below.



- In this stage the students have to submit their draft report for Anti-plagiarism check. If the plagiarism is below or upto 25%, the project drafts will be accepted and the

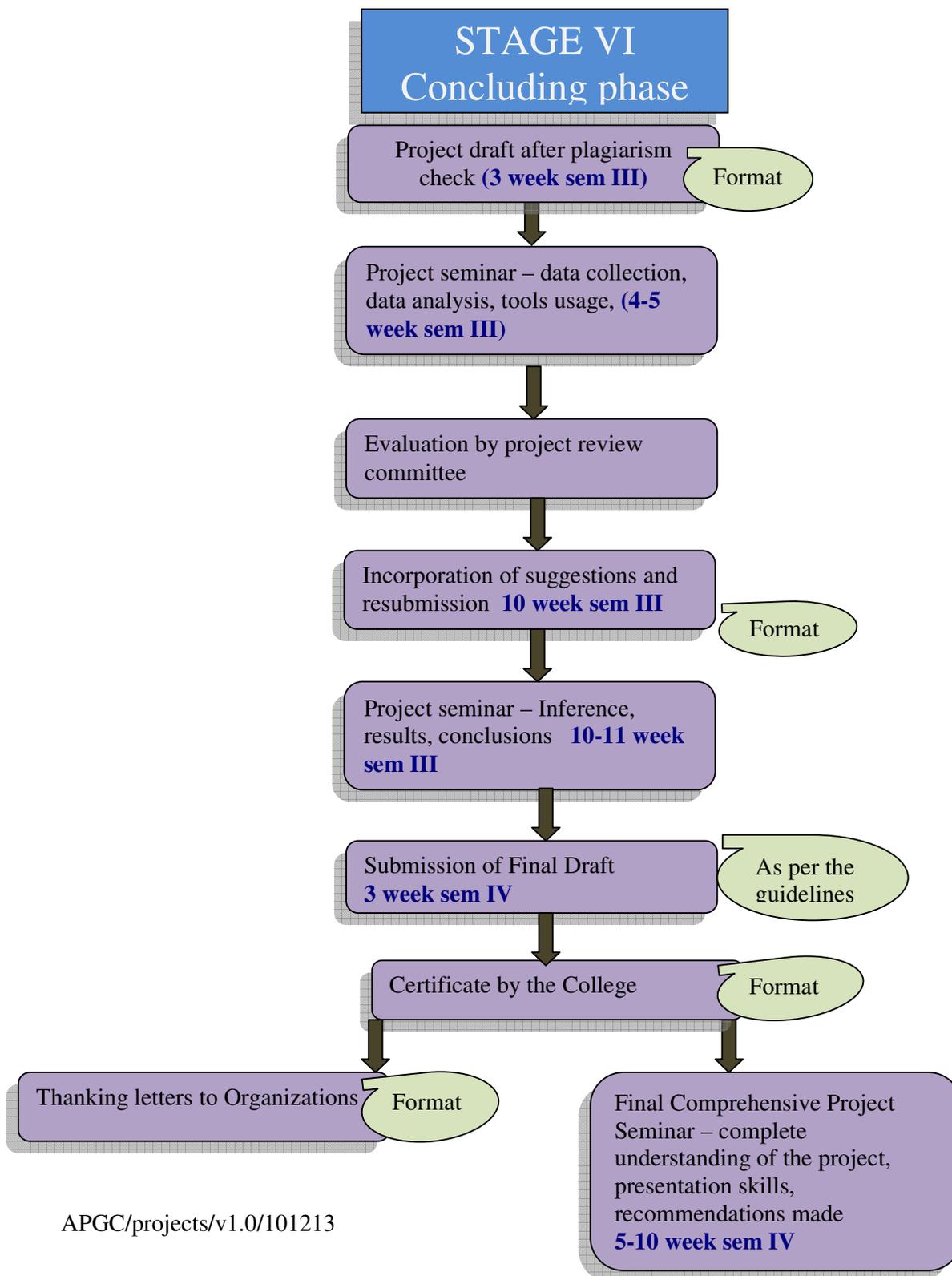


students can proceed with their final compilation of the project report. There will be two checks of plagiarism for each student's draft copy.

- If the plagiarism limit is above 25% the students will be given one more chance of resubmitting the project draft within the time limit specified by the department concerned.
- This revised version once again will be checked for plagiarism. If it passes through the check, the students can proceed with final draft preparation and if it is still beyond the acceptable limits, the students will not be allowed to proceed with the final draft and students have to redo the project once again and submit in the next academic year.

STAGE-VI

This is the final stage of the project work, where the students have to submit their final approved drafts to the department by following the procedure indicated hereunder.



- In this final stage of project work the students have to prepare the final draft of their project reports. This will undergo plagiarism check process. The student will present a seminar. The presentation will be evaluated by a Project Review Committee for review on data collection and analysis, tools usage, analysis, technical coverage and necessary suggestions will be made.
- The students have to incorporate the suggestions and submit their final draft once again for the approval of the internal guide and project committee.
- They have to present another project seminar on inferences, suggestions and conclusion in the presence of their respective project review committees
- Student will submit the final draft and after the approval of the final draft a certificate will be issued by the college indicating the performance of the student in the tests conducted and also with an indication of final assessment by the college.
- The department concerned has to send the thanking letters as per the format provided.
- After completing all the above mentioned process steps, the students have to submit two hard bound copies of the project report, duly signed by the internal guide, HOD and the Principal and two soft copies to their respective departments within the specified schedule, strictly adhering to the formats provided from time to time.
- A final comprehensive project seminar is to be presented by all the students as per the schedule provided by the department covering all the aspects of the project work. This seminar covers the complete understanding of the project, presentation skills, questions by experts, and tips for via facing and job interviews

GENERAL GUIDELINES TO THE STUDENTS

1. Students are advised to choose an area of their interest for the purpose of doing project work.
2. Students have to ensure that their title of the project report and organization is not matching with anyone, else it will be considered duplication and the project will be rejected by the university.
3. The students are advised to collect the information regarding the required material like texts, reference books, websites and concerned journal papers from their respective guides.

4. After the allotment of project, students have to meet their guides and submit a letter of registration failing which they will not be allowed for project work during the semester/year.

ORGANISATION OF PROJECT REPORT AS PER OU GUIDELINES

Title Page

This is the standard format of the Title Page (Appendix III) that every student is expected to use. Ensure that the title of the project is self explanatory; it should convey what the report is about. And remember, the name of the college should not appear on the title page of the report.

Student's Declaration and College Certificate

The student has to sign a Declaration and has to get the signatures of his/her Internal Guide, Head of the Department and Director of the institution.

The formats of Declaration and College Certificate can be found in Appendix IV and V.

Abstract

This is a summary of about 300 words (not more than one side of double-spaced A4) that describes the topic; explains the aims and methods of the study and gives a brief resume of the main conclusions and recommendations.

Acknowledgements

This section is for thanking the people who have helped in the development of the project. It might include specific individuals who have given information, offered insights, or generally been supportive. Gratitude may be expressed to groups of people, like those who were studied, or fellow students.

Table of Contents

The contents page gives the reader the first view of how the project is structured and how the author attempted to develop the topic. It lists sequentially the sections and major sub-divisions of the sections; each identified by a heading and located by a page number. To highlight the tables and graphs List of tables and list of figures have to follow the Table of Contents.

(The formats of Table of Contents, List of Tables and List of Figures are attached with this report as Appendices VI, VII AND VIII.)

Organization of Project Report-chapter wise

Chapter 1: Introduction: This chapter should include the statement of research problem, need for study/significance of the project, objectives, hypotheses, methodology – scope, sample

design, sources of information, tools and techniques of analysis, structure of the study with sound justifications/explanations.

Chapter 2: Literature Review: This chapter should reflect the student's understanding of the relevant theoretical and empirical background of the problem. Focus should be more on the logical presentation of the empirical evolution of conceptual and methodological issues pertaining to research problem. Also highlight the methodological clues drawn through this review for your project.

Chapter 3: The company/Organization/System: This chapter should contain a brief historical retrospect about the entity of your study.

Chapter 4: Present your data analysis and inferences drawn from such analysis.

Chapter 5: Summary and Conclusions: Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of your study. You may indicate the scope for further research on the topic of project.

Bibliography:

List the books, articles, websites that are referred and useful for research on the topic of your specific project. Follow Harvard style of referencing as below:

1. Chin-Cheh Yi, Pei-Wen Liao, Chin-Feng Huang, and I-Hui Hwang (2009), Acceptance of Mobile Learning: a Respecification and Validation of Information System Success, World Academy of Science, Journal of Engineering and Technology, Vol. No. 53, Issue No. 4
2. Roy Subroto and K. Sivakumar (2007), The role of information technology adoption in the globalization of business buying behavior: a conceptual model and research propositions, Journal of Business & Industrial Marketing, Vol. No. 22, Issue No. 4
3. Jung Jaehee and Eunyoung Sung (2008), Consumer based brand equity, Journal of Marketing and Management, Volume No.12, Issue No.1

Technical Specifications of the Project

The project should be typed on A4 white paper, and be double-line spaced and justified alignment.

The left margin should not be less than 40 mm and the right margin not less than 20 mm.

The font size of the text should be 12 and for headings, it should be 14 in Times New Roman style. Except for headings, subheadings and side headings, bold font should not be used.

Wikipedia and Google must not be included in bibliography

All pages should be numbered, and numbers should be placed at the centre of the bottom of



the page, not less than 10 mm above the edge.

All tables, figures and appendices should be consecutively numbered or lettered, and suitably labeled.

Proper punctuation marks should be placed at relevant places.

The students have to submit a soft copy and two hardbound copies of their project reports to the project coordinators after the rough draft has been reviewed by the internal guide and the students; and all corrections have been made. These reports have to be duly signed by the student, his internal guide, Head of the Department, and Director of the Institution.

IMPORTANT NOTE: When the project work is done with genuine interest and all information is gathered and assimilated genuinely, it not only fetches you the desired degree, but also placement in top notch companies.



AURORA'S PG COLLEGES
DEPARTMENT OF MANAGEMENT
ALUMNI DATA COLLECTION FORMAT

01. Name of the Alumni :
02. Contact address with
Mobile and email :
03. Designation and Organization:
04. Which functional areas you can Help in identifying projects in your
Organization :
05. Can you directly help or give us the contact person name with email and
mobile :
06. Can you identify other known people And companies where we can refer your
Name for projects
07. Do you have any other suggestions towards allocation of projects for MBA students

08. Can you also suggest on whether you can Help us guide on getting your organization for
Campus placements :
09. Which books/material/media material you Recommend for success in projects in Finance/
HR/ Mkt domains :
10. Any other points you wish to add :

Name and Signature of the alumni:

Date:



AURORA'S PG COLLEGES
DEPARTMENT OF MANAGEMENT
SPECIALIZATION OPTIONS

SECTION:

DATE:

Roll No.	Name of the Student	Educational Qualification	Major	Minor	Signature of the student

Note: Students have to note that specializations will be offered based on their degree background and also on the availability of the specialized faculty.



AURORA'S PG COLLEGES
DEPARTMENT OF MANAGEMENT
PROJECT DESCRIPTION DOCUMENT BY FACULTY

Title: Impact of Advertising on Buying Behavior of Customers at Hero Moto Corp

Description: The 'Hum Mein Hein Hero' campaign of [HeroMotocorp](#), released on [August 15](#) 2011 became one of the most popular advertising jingles of the year. Taking a leaf out of its online success, Hero, the world's biggest two-wheeler maker, then moved to the [next phase of its campaign](#) by stitching together videos shot by young people from different parts of India. This being the most popular ad campaign, the company also adopted road shows, demonstrations, window displays and used well trained and knowledgeable sales force to spread awareness of each of its brands. The latest addition in the line, Hero Avenger adopted the style of Royal Enfield. It also had introduced Splendor Pro after the success of Passion Pro. Like other two wheeler organizations, the company also believed in financial credit scheme after having tie ups with Bajaj Allianz. The technology used by Hero Moto Corp is a result of partnership with well known Italian two-wheeler design firm 'Engines Engineering' for next-generation product. line-up. Strategic alliances with the US-based Erik Buell Racing (EBR) for high-cc bikes and Austria-based AvL for engine technologies. They also scaled up their own inhouse R&D capabilities.

Objectives

1. To gain a understanding of theories and concepts of impact of advertising on buyer behavior ,to find the age group, educational background , occupation and income level of respondents.
2. To know the important reason which respondents give to purchase bike at “**Hero Moto Corp ltd** “
- 3.To know the awareness of brand

Tools that can be used

- 1.The conjoint technique, personal interview can be used to understand the feasibility for introducing the a new product to provide service to customers who visit the “**Hero Moto Corp ltd**”.
2. Measures of central tendency, correlation and regression may be used for the data analysis.

Estimated man hours to complete the project

Abstract preparation	10 hrs
Theoretical background	20 hrs
Review of literature	10 hrs
Data collection	28 hrs
Data analysis and interpretation	15 hrs
Document preparation	15 hrs
Subject knowledge test	1 hr
Research methodology test	1 hr

<u>Total time per student</u>	<u>100 hrs</u>

Suggested readings:

**Books:**

Shimp “Advertising and Promotion”, 2007, Cengage Learning

Shah & D’souza “Advertising & Promotion”, 2010, Tata McGraw Hills.

S.A. Chunnawalla, K.C.Sethia “Advertising”, 2010, HPH.

Journals:

[Tomer Bakalash](#) & [Hila Riemer](#) (2013), *Exploring Ad Elicited Emotional Arousal*, Official Journal of the American Academy of Advertising, Volume 10, Issue 4.

Johansson, Johny K. (1994), “*The Sense of ‘Nonsense’: Japanese TV Advertising,*” Journal of Advertising, Volume 23 Issue 1

Parameswaran, Ravi and R. Mohan Pisharodi (1994), “*Facets of Country of Origin Image: An Empirical Assessment,*” Journal of Advertising, Volume 23 Issue 1.

Websites:

www.heromotocorp.com

www.advertising.com

www.bidvertiser.com

www.adage.com

Contact Persons

Internal Guide: Mrs. M. Madhavi

Industry Guide: Mr. Manikantha, Marketing Manager, Phoenix Motors, Habsiguda



**AURORA'S PG COLLEGES
TRAINING TOOLS INSTITUTES RATING FORMAT**

01. Name of the Training institute/ trainer :
02. Contact address with
Mobile and email, location :
03. Contact person :
Designation and Organization:
04. Which are the tools they can train on:
05. Rating of study material copy
And also lab examples copy : :
06. Competence of the teaching faculty, experience:
07. Previous training experience in similar Mgmt
Schools
08. Referrals and any other customer feedback
09. Final rating (scale of 1best-10low) :
10. Signature and the name of the person filling this sheet



AURORA PG COLLEGE

Project Abstract Format

Name of the Student:

Hall Ticket No. :

Project reference no:

Title of the project:

Project statement:

What are the total objectives of this project

Which functional area it covers

What domain is being addressed (ex: insurance, banking, FMCG, retail etc)

What methodology may be used (for actual project conduct , say: data collection, analysis etc)

What are the tools those will/can be used

What are expected end results

Key words:

Books/ Journals/ Media articles useful to be referred :

Internal guide:

Co guide:

Signature of the student:



STRUCTURE OF DOMAIN KNOWLEDGE TEST

Time:3hrs

Marks:100 marks

- I. Short answers on understanding the concepts of the domains and application to the functional area. 5*2=10 marks
- II. Terminology understanding/ technical terms In the domain 20*1=20 marks
- III. Current scenario from media, journals, and newspapers. (write any four domain specific news/research content) 4*5= 20 marks
- IV. Give a simulated project requirements need in the said domain and ask the student to analyze the Total requirements, end results, required methodology, tools useful, approach to data collection, data analysis, and inference methods 50 marks

STRUCTURE OF 'TESTING TOOLS' CERTIFICATION TEST

Theory 1 Hour

Max. Marks: 100

01. Discussion on tool functions 20
Discussion on tool limitations 20
Discussion on tool usage areas 20
Discussion on overall tool (input, output, process) 40

Practical : 2 hours

Max Marks : 100

An example case study / simulated case will be given and aspirant need to

01. Input data in proper areas in the tool 10
Use necessary process steps to analyze 20
Get various output reports for the analysis 30
Depict graphically if possible 05
Infer the critical aspects from data output 15
Write a detailed two page report covering: requirements, Input approach, output, results, inference & presentation 20



**AURORA P.G. COLLEGES
DEPARTMENT OF MANAGEMENT**

PROJECT PROGRESS REVIEW AND ATTENDANCE SHEET (weekly)

Industry Guide:

Stamp of the company:

Name and full address with mobile and email

Name of the Student:

Roll No:

Progress from: / /20 to: / /20

Project reference no:

Title of the Project

Internal Guide:

Mobile , email

Objective of the Project work:

Attendance of the student: _____% (from begin till date)

Expected progress up till now:

Actual progress:

Reasons for variation:

Effect on project completion:

Methodology being adopted

Tools being utilized

Any additional comments by industry guide:

Overall performance of the student: Very Good/ Good/ Satisfactory/ Poor



AURORA's PG COLLEGES

Project Synopsis Format

Project reference no:

Title of the project:

Synopsis summary:

- 1. Introduction for the study - The Problem**
- 2. How and where this project helps in understanding the functional area better (Key concepts covered)**
- 3. Objectives of the study**
- 4. Scope of the study**
- 5. Methodology and database (data collection process etc)**
- 6. Limitations of the study**
- 8. Chapter Plans**
- 9. Bibliography (helpful papers / research articles, newspaper articles, previous surveys , secondary data sources etc)**

Student name and signature

Roll no

Internal guide and Signature:

Co guide name and Signature:



AURORA'S PG COLLEGES Project Details Data Sheet

Project reference no:

Proposed title of the project:

Objectives:

Expected outcome:

Functional area:

Domain:

Tools useful in this project

Name of the person to contact
In industry with address, mobile, email
Location

Internal Guide:
Co guide

Project allotted to:
Name, roll no, section

Useful sites, text books, journals, media documents

Name and signature of the student

Name and signature of Guide



AURORA'S PG COLLEGES
Certificate Format

This is to certify that Mr./Ms. _____ bearing Hall Ticket No: _____ is a bonafide student of the college in Master of Business Administration. The following are the details of evaluation of the student's performance during the project methodology, tools training and reviews during the project work.

Sl.No	Details of the Test Conducted	Grade
1.	Performance in domain knowledge test	
2.	Performance in tools knowledge test	
3.	Performance in Project Seminar I on Objectives, concepts and understanding	
4.	Performance in Project Seminar II on Methodology, Data Collection and Analysis	
5.	Performance in Project Seminar III on Inference, suggestions and Conclusions	
6	Project comprehensive seminar: complete understanding, presentation skills, recommendations	

This project titled _____ which is being submitted in partial fulfillment of the requirements for the award of MBA program of Department of Business Management of Osmania University, Hyderabad was carried out under my guidance and the document has undergone Anti-Plagiarism check with _____% .

This has not been submitted to any other University/Institution for the award of any Degree/Diploma.

Signature of the Student:

Signature of the Guide:

Signature of HOD:

Signature of Principal:

Overall Grading: A:Excellent, B: Very Good, C: Good, D: Satisfactory, E: Poor

