GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGMENT)
DUAL DEGREE PROGRAMME

Year – IV (Semester – VII) (W.E.F. JULY 2015)

Subject Name: Project - Major

Subject Code: 4170502

PROJECT WORK

1. INTRODUCTION

As a student of Master of Applied Management (MAM) are required to undertake a major project as a peace of research work - the Project or Dissertation. In contrast to the other elements of MAM programme, where students are guided fairly closely, the aim of the Project (Major) is to give the students, the opportunity to learn independently and show that he/she can identify, define and analyse problems and issues and integrate knowledge in a business context. It is an important part of the programme that tests the ability of student to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation. This project handbook has been compiled to clarify the framework of the project and suggest some ways of assuring success.

The only precise rule on what constitutes an acceptable project is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling **within the subject matter of the programme - Management**. The emphasis should be on applied research and the investigation of some practical problem or issue related to the situation in which an organisation or system operates.

The project must not be treated as just another assignment. The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long and in-depth study. Hence it is not only the product that is important, but also the process itself. Students must therefore ensure that they maintain **regular contact with their guide** and also that they provide the guide with drafts of their work at regular intervals. Finally, to keep student up-to-date and under control as regards his/her project, it is imperative that students **meet their guide/guide regularly.**

2. DEFINITIONS AND OVERIEW OF PROJECT

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, students will be required to define an area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. The student's project should demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The project' length may be 150 to 250 pages (30000 to 40000 words) and most original piece of work students will undertake in their MAM course. It will occupy, with varying degrees of commitment, a period of complete one semester.

3. GUIDELINES AND REQUIREMENTS FOR THE PROJECT

The purpose of the project is to give students the opportunity to carry out an in-depth study of an applied nature, synthesizing various elements, yet pursing one area of interest in depth. The project report should make clear what student has have attempted and why he/she has attempted it; the methods that he/she has used to collect, collate and analyze the information obtained; and how he/she has evaluated it. Any recommendations made should be supported by the evidence presented and by logical argument using deductive and inductive reasoning. For a Project to be of a high quality it is imperative to avoid detailed description devoid of analytical content. The **assessment criteria for the Project** are shown in the Project Grading Sheet attached as **Appendix B** to this Handbook. The student should ensure through the entire period that he/she work on his/her project that it meets these requirements.

4. CHOOSING A TOPIC

Choosing the topic for project is probably the hardest thing students will do. **The choice of topic is up to the student as per the interest of the student, with guidance from his/her guide, but, guide/guide is not expected to make the decision for student.** To a large extent, the ideas of students will be influenced by his situation. If the student has got an opportunity to work in the organisation he/she will be able to research into a real life problem or, if not, he/she may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with his/her project guides once allocated.

4.1. Most Project ideas come from:
- **Personal experience of employment**: this is an obvious starting point for the project because in every organisation there would be some issue that can be researched into. An example of a project originating from this way could be an evaluation of the Training Department of the selected organisation or an evaluation of the performance appraisal systems used for salesmen in selected organisation.

- **Observation of events**: Personal observation of events in the organisation/ environment can serve as a starting point for a project idea. An example of this could be that as an employee / researcher students observe that the employee turnover in the organisation is very high and as the project could research into the reasons for this and make suitable recommendations.

- **Issues of current interest**: Reviewing key issues of broader relevance may be another useful indicator for a project idea. Specific consideration of the aspects of the effect of a government policy or a phenomenon on the performance of an organisation/segment/system may provide suitable ideas for a Project. The student need to take care when dealing with issues such as these. It may be necessary to confine to an aspect of the issue or he/she could find tackling something that is too big to handle effectively and gives he/she a very wide project area, which inevitably lacks depth of analysis.

Whatever the source of student's project idea, familiarity with the area is imperative for the successful completion of the project.

5. SCOPE OF THE PROJECT

An acceptable project will normally fall into one of the following categories:

- **Exploratory**- a study that involves carrying out original research in order to meet the organization's continual need for new information for forward decision-making. The main issues may be human, economical, functional etc, but the construction and/or application of some kind of research instrument are the focus of the study. The analysis of the research findings (*e.g.* client's responses to questionnaire about changing product specifications) should take place, resulting in proposals about how to manage relevant aspects of the organisation's future.

- **Explanatory**- a study, which would involve studying relationships between different variables like a cause & effect relationship study.

- **Descriptive**- a study that would need an in-depth portrayal of an accurate profile of events or situations from the business environment.

6. ORGANISATION OF PROJECT REPORT

This section presents some of the norms associated with a project. It is strongly recommended that you **follow these guidelines**. The final report should be presented in the following sequence:

- ❖ Title page
- ❖ Student's Declaration (Annexure-I)
- ❖ Guide's Certificate (Annexure-II)

- ❖ Abstract

- ❖ Acknowledgements

- ❖ Table of Contents:

    - List of Tables

    - List of figures

    - List of Appendices

- ❖ *Chapter 1*. **Introduction**: This chapter includes the 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 theproject.

- ❖ *Chapter 3*. **The company/Organisation/System:** This chapter should contain a brief historical retrospect about the entity of thestudy.

- ❖ *Chapter 4 & 5:* Present thedata analysis and inferences

- ❖ *Chapter 6*. **Summary and Conclusions**: Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of thestudy. You may indicate the scope for further research.

- ❖ **Bibliography**: List the books, articles, websites that are referred and useful for research on the topic of thespecific project. Follow Harvard style of referencing.

- ❖ **Appendices**

The entire project report should be numbered. It is usual for Page 1 to start with the Introduction. The sections prior to the Introduction are usually numbered with small Romans, i.e. i, ii, iii. It is easier if appendices are numbered in a separate sequence (suggest A, B, C) rather than as a continuation of the main report.

While presentation follows this sequence, it may be actually written in a very different order. For example, the introduction is often the last major section to be completed.

6.1. Title Page (example)

Keep it very simple. Do not describe the contents. Have a working title and then decide a final title when you have finished the Project. This is the standard format of the Title Page that every student is expected to use.

Management of Non Performing Assets at Branch Level: A Case Study of ABC Bank

(Name of Student)

(Student Enrolment Number)

Project submitted in partial fulfilment for the award of the Degree of
MASTER OF APPLIED MANAGEMENT

Submitted to :
Name of the Institute

Gujarat Technological University, Ahmedabad

6.2. Abstract

This is a summary of about **300 to 500 words** (not more than **one side of 1.5 spaced A-4**) that describes the topic; explains the aims and methods of the study and gives a brief resume of the main conclusions and recommendations.

6.3. Acknowledgements

Here students have the opportunity to thank the various people who have helped him/her 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.

6.4. 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. The following box gives an example.

The precise structure of Project will have to be tailored to the needs of projects. If in doubt, discuss with the project guide at an early stage.

6.5. List of Tables and Figures

Throughout the project, it is likely that the students will want to present material in tabulated or diagrammatic form. Some such presentations will bear only indirectly or partially on the arguments of students, and in such cases he/she will need to decide about their proper location. Additional or less relevant information may be better placed in an appendix.

Whether the students decide to locate his/her tables/figures in the main body of the report or the appendices, it is conventional to provide special "contents pages" so that readers can easily find the information.
Tables and figures should be listed on a separate page.

6.6. Introduction

The introduction is crucial, since it sets the tone and context for the rest of the project. In the introduction, it is important to outline the reasons behind the study – Student's motives or rationale for conducting the study. Student must give a broad introduction to the topic under review and types of issues it raises.

Central to this part of the project is the setting of clear objectives, which student intend to achieve by the end of the study. His/her statement of objectives should be concise and precise, and should be carefully considered in the light of his/her original aims and what he/she has been able to achieve in his/her study.

Finally, student should include a summary of how he/she is going to treat the chosen topic, running briefly through the sections to show how the structure of the project allows the student to explore the topic in his/her selected way.

6.7. The Main Body of the Project

The structuring of the project will reflect thepreferences, so there is no one best way to do it. However, there are predictable issues that need covering and the structure should permit student to deal with them in an orderly fashion. For example, a project will include a literature review; most will involve the reporting of primary research; all will need to draw conclusions and consider recommendations. Additionally, all projects will include a section outlining, and justifying, the methodology student has adopted and should link research methods to the objectives and literature review.

The main body of the project must take the reader logically through a variety of linked arguments, relating theory and practice, concepts and concrete observations, so that the reader can understand and identify with the conclusions and recommendations of the author. Student's arguments need to be drawn demonstrably from his/her own observations and grounded in an authoritative set of ideas. Student should ensure that he/she has covered all the major issues pertinent to the topic by the end of the main body of the project. Depending on the nature of project, it might be appropriate to include a summary of findings before embarking on conclusions.

6.8 Summary and Conclusion

The Conclusion should include a summary of main arguments, drawing together the various themes and issues so that they can be brought to bear on the defined objectives of the study. As with all reports, there should be no new information introduced in this section. The Recommendations should be feasible, practical and must place the conclusions within a concrete and practical framework. Student is to need to consider the recommendations in the context of their possible human, financial, political, managerial, etc, implications and recommendations should be justified.

6.9 Appendices

Student should locate in the appendices all that information which gives an additional, quasi-relevant support to the arguments he/she is constructing. It is important that students put all the information he/she requires the reader to attend to, in the main body of the text. Appendices should be consistently signified by letter (APPENDIX A, APPENDIX B) or by number (Roman) and give titles that indicate their contents. It should be remembered to source information in appendices appropriately.

6.10 Bibliography and Referencing

Referencing is necessary to avoid plagiarism, to verify quotations and to enable readers to follow-up and read more fully the cited author's arguments. Reference is given within the text of the project as well as at the end of the project. The basic difference between citation and a reference list (bibliography) is that the latter contains full details of all the in-text citations.

- **Citation** provides brief details of the author and date of publication for referencing the work in the body of the text.
- **Reference List** is given at the end of the text and is a list of all references used with additional details provided to help identify each source.

References should be made to sources of material throughout the report. Various conventions are used for referencing but you must use **APA Referencing**, throughout the report. Proper referencing is a crucial aspect of the project. Student is therefore strongly advised to talk to his/her guide about this, in order to make sure that the project report follows the appropriate referencing system.

7. TECHNICAL SPECIFICATIONS OF THE PROJECT

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

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

- ❖ 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 labelled.

- ❖ **2 bound copies** & **a soft-copy** should be handed in to the **Principal/Director of theCollege/Institute** at the time of submission.

NOTE: College in turn would submit **one** bound copy of the project to the Controller of Examinations at GTU along with a consolidated CD containing the soft copy of the projects College name , It's Code Number, Course Name and the year should be mentioned on the CD.

8. PLAGIARISM

Any attempt to copy from another (present or previous) student or to copy large chunks from academic or other sources without appropriately referencing those sources will trigger the full weight of plagiarism procedures. If there is any doubt concerning the authenticity of work, the university reserves the right to demand an individual presentation before a panel at which student will be required to reply to spontaneous questions. (Accepted Plagarism level should be not more than 25%).

All the material that relates to theproject, including completed questionnaires or tapes from interviews, should be shown to the guide and be kept until the examination board has confirmed his/her results. Students should not throw this material away once theproject is submitted, as student might be asked to present it as part of the viva voce, before the project results are confirmed.

9. Role of Student and Guide/Guide

The guide's role is one of guidance - providing advice and pointing out possible problems that may arise. The guide's role is to appraise theideas and work. Student must take overall responsibility for both the content of student's project and its management. This includes selection of an appropriate subject area (with the approval of the guide), setting up meetings with the guide, devising and keeping to a work schedule (to include contingency planning), and providing the guide with samples of student's work.

It is the responsibility of student to make contact with guide and arrange meetings at appropriate times. Student should use the time with the guides wisely. The students must meet their guides for a minimum of two meetings per month, over the span of the entire project.

Student should spread his/her workload over the entire time available for carrying out the project. Guide may draw up a realistic work schedule to complete the project in time.

Student must exchange contact details with his/her guide, and make sure that he or she has relevant contact information. The guide will keep a log of meetings with students. After each meeting with guide, student will both sign a student contact and progression form. Note that if the records show that student's contact with guide is not good; the project may not be marked.

Students should be aware about the assessment criteria for the project. Note that a significant proportion of the grade is allocated to presentation and style. A high level of communication skills is expected. However, it is not within the role or the duties of the guide to correct the grammar and syntax.

FORMAT OF DECLARATION

I   hereby   declare   that   this   Project   Report   titled
_____ submitted by me to the …(name of

college)   is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

Name and Address of the Student   **Signature of the Student**

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CERTIFICATION

This   is   to   certify   that   the   Project   Report   title
_____ submitted in partial fulfilment for the award of MAM Programme of Gujarat Technological University, was carried out by _____ under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide   **Signature of the Guide**

Signature of the Director