



NCRD's Sterling Institute of Management Studies

Guidelines for End Term Project

Master of Management Studies - Semester IV

University of Mumbai

The MMS Specialization project is the culmination of MMS PROGRAM. The students are expected to synthesize, integrate and apply skills that they have acquired during entire program, across all semesters that approximate a professional practice experience.

It is mandatory and a full credit course for 100 marks. The format mentioned herein is mandatory for all MMS students irrespective of their specialization.

Project 1: Focus Area: General Management

Marks: 100

The semester 4 mandatory project in the area of **General management** is the culmination of the management learning's through semester 1 to 3. The students are expected to synthesize, integrate and apply skills that they have acquired during the first three semester's w.r.t. the areas of General Management. This is a mandatory and a full credit course for 100 marks, for all MMS students irrespective of their specialization. The key objective of this project is to provide the student with an opportunity to study a management challenge in a systematic manner. The project should enable you to apply the conceptual knowledge that you have acquired in a practical manner.

Steps Involved

1. Arriving at a Topic for research
2. Literature Study
3. Defining the Project Objectives
4. Defining the Project Plan
5. Methodology of the research
6. Interpretation and reporting the findings

Project 2: Focus Area: Your Specialization

Marks: 10

This project needs to be in the area of the student's specialization, i.e.; Marketing / Finance / Human Resources / Operations / Systems. The project should showcase the application of your conceptual learning of the area of your specialization from Semester 1-3.

Identify the area that you want to pursue the project in, which could be in any of the following ways:

1. The student is placed in the organization, identifies a problem through independent data analysis and / or consultation with a field organization and presents it to the guide for approval as a project synopsis.
2. The student aspires to be a part of the company / industry and hence takes up the organization for better understanding by developing a project synopsis.
3. Student chooses a topic that is of interest to him or her.

Project 3: Focus Area: Social Relevance**Marks: 100**

The main aim of this project is to enable the students to be aware of their social responsibilities and encourage them to explore project areas for finding sustainable solutions to challenges which are social in nature. The student can select any area for study which is in the social realm viz, Environmental Protection, Waste Management, Disaster Management, Saving/ Harvesting water, Malnutrition, to name a few.

Evaluation of Project Report

The evaluation of project report will be done in two phases viz. - the written report and the viva -voce exam.

Evaluation Criteria for Project Work

Project Work	Max. Marks	Marks Allotted
Choice of project	05	
Definition of objectives of the study, scope of the study	10	
Methodology including literature review, primary data and secondary data search, questionnaire design	10	
Fieldwork	10	
Analysis of the data, report writing, language	10	
Recommendations, suggestions, bibliography	10	
Applicability of the study	05	
Total (A)	60	
Viva Voce Exam		
Ability to discuss key challenges taken up, objective and scope of study	10	
Ability to discuss data analysis. interpretation of results and recommendations	10	
Overall communication and language	15	
	05	
Total (B)	40	
Total (A+B)	100	

COVER PAGE FORMAT:

Follow the cover page format as given below-



**General Management / Specialization/
Social Relevance Project on**

“TITLE OF THE PROJECT”

**Submitted in partial fulfillment for the award of the degree of
Master of Management Studies (MMS)
(under University of Mumbai)**

**Submitted By
Student Name
(Roll No....)**

**Under the Guidance of
Name of the Faculty Member**



Sterling Institute of Management Studies

Plot No 93/93A, Sector 19, Near Seawoods Darave Railway Station

Nerul (E), Navi Mumbai-400706



Sterling Institute of Management Studies

Plot No 93/93A, Sector 19, Near SeawoodsDarave Railway Station
Nerul (E), Navi Mumbai-400706

INSTITUTE CERTIFICATE

This is to certify that project titled

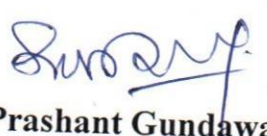
“ _____ ”

is successfully completed by Mr./Ms.

_____ during the IV Semester, in partial fulfillment of the Master's Degree in Management Studies recognized by the University of Mumbai for the Academic Year 2020-21 through NCRD's Sterling Institute of Management Studies.

This project work is original and not submitted earlier for the award of any degree or associateship of any other University / Institution.

Prof. _____
Faculty Guide


Dr. Prashant Gundawar
Director

Place: Nerul, Navi Mumbai

Date:



Sterling Institute of Management Studies

Plot No 93/93A, Sector 19, Near Seawoods Darave Railway Station
Nerul (E), Navi Mumbai-400706

DECLARATION

I hereby declare that this Project Report submitted by me to the

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:

Roll No.:

Signature of the Student



Sterling Institute of Management Studies

Plot No 93/93A, Sector 19, Near Seawoods Darave Railway Station
Nerul (E), Navi Mumbai-400706

ACKNOWLEDGEMENT

Each student must write in his/her own words, his indebtedness, and the hierarchy to be followed is (in separate paragraphs)(do not repeat same words everywhere)

Company Guide / Senior / Department Head / HR Head / any other person – name and designation, company name (again hierarchy wise)

Director of SIMS, Faculty Guide

Others as necessary – family, friends

Details of Project Report Contents:

1. **Cover Page**
2. **Certificate**
3. **Declaration**
4. **Acknowledgements:** Where appropriate you may wish to acknowledge the assistance of particular organizations or individuals who provided information, advice or help.

5. Table of Contents

The contents page should list the different chapters and/or headings together with the page numbers.

6. Introduction

The title of **Chapter 1** shall be Introduction. This introduction sets the scene for the main body of the report and should provide a clear statement of the problem posed by the project, and why the problem is of interest. The aims and objectives of the report should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description of research methods, the parameters of the research and any necessary background history should be included.

7. Profile of the Organization

The title of **Chapter 2** shall be XYZ Ltd: An Overview. Here the purpose is to describe the organization in brief to create / form the frame of reference and the scope of the project. It should cover the overview of the origin/formation/history, the industry in general, the - structure, milestones, strengths, weaknesses, opportunities, threats, products/services, competitors, suppliers, recent major happenings/events etc related to that company. This shall be in the student's own words rather than a verbatim of the brochure of the company. This need not contain pictures unless really essential.

8. Review of Literature

This shall normally form **Chapter 3** and shall present a critical appraisal of the previous work published in the literature pertaining to the topic of the investigation. Appropriate referencing for data and literature quoted needs to be done.

9. Objectives of the Study

This shall normally form **Chapter 4**. Mention the objectives of your study / Project, justifying why you have chosen this particular topic, its need / significance may be considered

10. Conceptual Framework

This shall normally form **Chapter 5**. Correlate and explain the relevant theory / principle etc in the field of management which is used.

11. Hypothesis

This shall normally form **Chapter 6**. The relevant hypothesis to be tested, is to be discussed.

If research is qualitative in nature, not including any diagnostic study, omit this chapter.

12. Research Methodology

This shall normally form **Chapter 7**. In this chapter the approach followed to reach the project's objectives should be described. Information under this heading may include: explanations of procedures followed; relevant information on materials used, including sources of materials and details of any necessary preparation; reference to any problems encountered and subsequent changes in procedure.

The points to be covered are:

- Research Design
- Population, Sample, Primary Data, Secondary Data
- Data collection - The sample chosen, sampling method
- Use of Statistical Techniques for the analysis of the data
- General points related to the methodology

11. Data Analysis and Interpretation

This shall normally form **Chapter 8**. This section should include a summary of the results of the investigation or experiment together with any necessary diagrams, graphs or tables of gathered data that support your results. This section is dedicated to presenting the actual results (i.e. measured and calculated quantities), and discussing their meaning or interpretation. Present your results in a logical order.

Every Figure and Table should have a legend that describes concisely what is contained or shown. Figure legends go below the figure, table legends above the table. Throughout the report, but especially in this section, pay attention to reporting numbers with an appropriate number of significant figures.

This chapter should present the details of the techniques used. The related tables, graphs, charts etc. Explanation of any special packages used, along with the input & output files etc. This should normally/logically lead to the inference / conclusion.

13. Conclusions

This shall normally form **Chapter 9**. The Conclusion should summarize the central point's made in the Discussion section, reinforcing for the reader the value and implications of the work. If the results were not definitive, specific future work that may be needed can be (briefly) described. Therefore, any conclusions should be based on observations and data already discussed. You may want to remind the reader of the most important points that have been made in the report or highlight what you consider to be the most central issues or findings. However, no new material should be introduced in the conclusion.

14. Suggestions and Recommendations

This shall normally form **Chapter 10**. These should be linked to the problems, and be the outcome of the analysis. These should be clearly stated, must be practical / feasible within the framework / context / constraints prevailing in the situation.

14. Bibliography

The References section should contain complete citations following standard form. The form of the citation depends on the type of source being referenced, and is different for whole books, chapters in books, and articles published in a journal. The references should be numbered and listed in the order they were cited in the body of the report. In the text of the report, a particular reference can be cited by using a numerical superscript that corresponds to its number in the reference list. References must be numbered in the order that they are cited.

15. Appendices

Under this heading you should include all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts. Refer to the appendices in the body of your report.

NCRD's Sterling Institute of Management Studies, Nerul.

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Report on Plagiarism Check

Write the final report in Your Own Words in case you need to quote another author you can do so by writing the wordings in" ", Do Not CUT-PASTE parts of any text either from another paper or from the net. This is Plagiarism.

The soft copy of the project will be checked by the student for Plagiarism. through the Learning Resource Centre and the output report should be attached to the hard copy of the project. This will have to be done before the submission to guide/institute.

Your report should reflect original work. Do not unnecessarily download stuff and fill pages. You can and should read as much as possible - but rewrite relevant comments in your own words.

Auxiliary Format

Binding

The final copy of the report needs to be hardbound in back color.

Front Cover

The front cover shall contain the following details:

- a. Full title of project in 6 mm 22 point's size font properly centered and positioned at the top.
- b. Full name of the student in 4.5 mm 14 point's size font properly centered at the middle of the page
- c. The name of the Institute and the year of submission, each in a separate line and properly centered and located at the bottom of page.

Lettering

All lettering shall be embossed in gold.

Bound Back

The degree, the name of the candidate and the year of submission shall also be embossed on the bound (side) in gold.

Blank Sheets

In addition to the white sheets (binding requirement) two white sheets shall be put at the beginning and the end of the thesis

Header

When the header style is chosen, the header can have the Chapter number and Section number (e.g., Chapter 2, Section 3) on even numbered page headers and Chapter title or Section title on the odd numbered page header.

Paragraphs Format

Vertical space between paragraphs shall be about 2.5 line spacing. A paragraph should normally comprise more than one line. A single line of a paragraph shall not be left at the top or bottom of a page. The word at the right end of the first line of a page or paragraph should, as far as possible, not be hyphenated.

Chapter Format

Each chapter shall begin on a fresh page with an additional top margin of about 75 mm. chapter number (in Hindi - Arabic) and title shall be printed at the center of the line in 6 mm font size (18pt) in bold face using both upper and lower case (all capitals or small capitals shall not be used). A vertical gap of about 12 mm (spacing after font size 36 with single line spacing) shall be left between the Chapter number and Chapter title lines and between chapter title line and the first paragraph.

Table / Figure Format

Tables and figures should be presented in portrait style as far as possible. Small size table and figures (less than half of writing area of a page) should be incorporated within the text, while larger ones may be presented on separate pages. Table and Figure shall be numbered chapter - wise. for example, the fourth figure in chapter 5 will bear the number Figure 5.4 or Fig 5.4. Table number and title will be placed above the table while the figure number and caption will be located below the figure. Reference for Table and Figures reproduced from elsewhere shall be cited in the last and separate line in the table and figure caption.