

Guidelines for Project Work

As a part of the curriculum students are required to take up a Project work. This project will be assessed on the submission of the hard copy of project report- The hard copy of project report has to be sent to the University Address.

WHAT IS A RESEARCH PROJECT WORK?

It is an intensive study on a topic. It explores the subject in depth and elucidates information about the problem investigated, the methods used to solve the problem, the results of the investigation and the conclusions inferred and a set of recommendations that can be implemented.

WHAT CAN BE STUDIED IN A PROJECT?

The project taken for study can be related to a particular organization. It can be comparison study of many organizations. A project should preferably be conducted in the organization where the student is employed.

Before embarking on the Project study, the student should identify the problem he intends to study and know the subject under study. He can facilitate this by reading material on the intended study. As a case study, the student can select his own organization in which he is employed or choose some other organization or could take up an industry vertical. If the topic selected happens to be a general one, then the student can do research from the internet or go through books/periodicals and obtain relevant information for his project.

SCOPE OF THE STUDY

The study should highlight its application in day to day functioning or in a specific area of your specialization field. The data collected could be primary i.e., gathered by your own observation, or it may be secondary i.e. taken from the records of the organization where the research is being undertaken like balance sheets, control figures, performance reports, sales reports etc. **Students must ensure that the project undertaken must be an original study.**

STRUCTURE OF THE PROJECT REPORT

a) INTRODUCTION - to the topic under study and the related information should be given.

b) BACKGROUND - A brief background about the company/organization under study, like Name, Location etc. and also relevant details like organization structure, existing systems related to the particular subject under study and a brief write up of the problem you want to study in that organization.

c) METHODOLOGY – It forms the crux of the report. It should clearly identify the Problem, the main objectives of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance.

1) Review of Literature can be done included, which indicates the research done so far with regard to the particular subject.

2) The relevant data gathered should be presented in the form of tables, graphs, flow charts etc.

3) Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done.

4) Analysis of the data collected or the effect of the new practices on the existing one.

d) CONCLUSIONS & RECOMMENDATIONS: Based on the study done, what conclusions/inferences can be drawn? Recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost saving techniques, precautions.

e) LIMITATIONS of the study if any should be highlighted.

IMPORTANT GUIDELINES FOR WRITING THE PROJECT

- 1) Students should use simple and good English while writing the report. Avoid grammatical errors.
- 2) The report should be submitted as a MS-Word document
- 3) The problem and objectives should be specific and clearly stated. Avoid ambiguity.
- 4) No aspects of the structure of the report should be omitted.
- 5) Important to include Bibliography and List of tables.
- 6) The report should also include Certificate from the guide (if help from a guide has been taken) and acknowledgements (if any)
- 7) The report should be in about **60-70 pages minimum**.

OTHER DETAILS TO BE CONTAINED IN THE REPORT

The following should be included in the Project Report in the same sequence as given below:

- 1) Acknowledgment - to all those who have helped the student complete the project.
- 2) Certificate from the guide (if help from a guide has been taken).(See appendix I)
- 3) Table of contents, chapter wise with the appropriate page numbers.
- 4) Actual project content following the given format.
- 5) Bibliography - It is important for students to list the Books

MARKS FOR THE PROJECT

The project work will carry 100 marks. The minimum for passing will be 50% for the project work.

Procedure in case of non-submission of Project report:


Students who could not submit their project report even after the above period:

- a) They will be required to pay **1000/-** as re-exam fee.
- b) Their project will be evaluated only in the next semester.
- c) Their marks as well as certificates will be issued in next semester i.e. the entire process will be late by six months.

Project Titles for Reference:

- 1) Customer Satisfaction for a Digital Marketing Agency
- 2) Return on Investment for Various Digital Marketing Strategies
- 3) Google Search Engine Marketing Case Study Analysis
- 4) Analysis of New Product Launch Using Google Double Click
- 5) Social Media Strategies for Online Shopping Cart
- 6) Analytical Comparison of Traditional Marketing to Digital Marketing
- 7) Facebook Analytics For Targeted Marketing
- 8) Customer Preferences on Coupon Code Based Promotional Activities
- 9) Report on Tools to Analyse Digital Marketing Competitors
- 10) Analysis of Visual Keyword Tools for Search Engine Marketing

TITLE & FIRST PAGE :: MODEL FORMAT

<p style="text-align: center;">TITLE OF PROJECT XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p style="text-align: center;">Project Report Submitted By (Student Name) (Enrolment No: *****)</p> <p style="text-align: center;">Project Report Submitted in partial fulfilment of the requirement for the award of (Course)</p> <p style="text-align: center;"></p> <p style="text-align: center;">Acharya Nagarjuna University Nagarjuna Nagar - 522 510m Guntur (Dist.) (A.P.)</p>
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SECOND PAGE :: MODEL FORMAT

DECLARATION

I declare that this Dissertation has been written by me and has not previously formed as the basis for the award of any Degree, Diploma or the similar title in this or any other university. (My Enrollement No: *****)

(Student Name & Address)

THIRD PAGE :: MODEL FORMAT

<p style="text-align: center;">CERTIFICATE</p> <p style="text-align: center;">This is to certify that the Project Work entitled “xxxxxxxxxxxxxxxxxxxx”, submitted in partial fulfillment of requirement for the award of (Course) is a record of bonafide research work done by (Student Name), bearing registration No. ***** during the academic year of 2021- 2022, under my Guidance.</p> <p style="text-align: right;">Guide</p>
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