

**MEASI INSTITUTE OF MANAGEMENT
CHENNAI – 600014**

The Respective Mentor Faculty will be Project guides

Purpose : To facilitate project report writing and to provide an overall view.

Steps :

1. Identification of the Organizaton (company)
2. Avail permission letter from MIM
3. Obtain approval letter from the company.
4. Submit letter to MIM faculty guide (Internal Guide)
5. Ascertain organisational guide (External guide)
6. Get approval of Title from respective guides.
7. Collect review of literature supporting the title and industry.
8. Frame Objectives.
9. Formulate research design and obtain approval from guide.
10. Preparation of the questionnaire.
11. Collect primary and secondary data.
12. Apply statistical tools and techniques.
13. Analyze and interpret data collected.
14. List down the findings.
15. Recommended suitable suggestions for problems identified under the study.
16. Submit draft manuscript.
17. Obtain approval for binding project upon incorporation of suggested modifications.
18. Prepare TWO spiral bound copies of the project report and obtain signatures of Guide and Director.
19. Submit one spiral bound copy to Librarian, MIM.

Guidelines for Report Formatting :

- ❖ Times New Roman
- ❖ Text – 12 size, font normal.
- ❖ Headings – 14 size, font bold
- ❖ Chapter title – 20 size, font bold (separate Page)
- ❖ 1.5 line spacing
- ❖ More margin on left-side of page (to accommodate binding)
- ❖ Page numbers at bottom right – hand cornor
- ❖ Preliminary pages – small roman numbers
- ❖ Page number 1 starts from chapter 1
- ❖ A-4 size good quality paper
- ❖ 40-50 pages
- ❖ Final report – spiral bound (2copies)

Guidelines for usage of statistical tools :

- ❖ The students have to decide on the appropriate statistical tools after considering the nature of his/her project and sample. SPSS package should be used for analysis.
- ❖ Appropriate statistical tools must be used.
- ❖ The students must be familiar with the definition, objectives, hypothesis, statistical techniques and mathematical formula for such tests.
- ❖ The students should be able to correlate the results of the various statistical tools with their findings.
- ❖ Unless the tools are adequate and definite the examiner may not be inclined to accept the findings.

Schedule Dates :

The students has to adhere to the following schedule for summer internship. They will be assessed by a panel of faculty.

- Project Period 6 weeks
- First Review
- Final Review
- Report Submission
- Mock viva voce by external examiners drawn from Industry/Academic

Preliminary Pages

1. Title Page
2. Certificate issued by Organization (Completion letter)
3. Declaration by the student
4. Acknowledgement
5. Contents
6. List of Tables
7. List of Figures.

CHAPTER NO.	PARTICULARS
I	INTRODUCTION -Definitions and Concepts -Introduction to XX Industry -Scope of the XX Industry -Global Scenario (Few Statistics) -Indian Scenario (Few Statistics) -SWOT Analysis -Trends and Future -Study on Company Profile - Product Profile -Problem statement and Need for the study, Purpose -Objectives of the study -Scope of the study
II	REVIEW OF LITERATURE (from 2011 to 2017)
III	RESEARCH METHODOLOGY -Research Design -Sampling Methodology (or Census study) <ul style="list-style-type: none"> • Population • Frame • Method • Size(Computation using appropriate Formula) -Data Collection Methodology <ul style="list-style-type: none"> • Data collection method • Data collection instrument (questionnaire or interview schedule) -Pilot study <ul style="list-style-type: none"> • Standard deviation value -Hypotheses & Statistical Tools / Techniques -Statistical package used (SPSS with version no.) -Limitations of study.
IV	DATA ANALYSIS & INTERPRETATION
V	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION 5.1. SUMMARY OF FINDINGS (Tabulate the Findings with that of the Objectives & Hypotheses) 5.2 .SUGGESTIONS 5.3. CONCLUSION.
	BIBLIOGRAPHY
	ANNEXURE
	QUESTIONNAIRE

Marketing Topics

1. A study on Brand awareness and customer Expectation.
2. Competitive advantage in Retail industry
3. A study on attrition and retention measures for the sales force.
4. A study on adopting customer centric approach a step towards CRM
5. A study on the customer retention strategies
6. A study on Brand recall
7. A study on service quality and customer satisfaction
8. A comparative study on customer relationship strategies
9. A study to ascertain the quality performance
10. A study on growing health business
11. A study on Retailers perception
12. A study on Investors Attitude towards derivative market
13. An Analysis on enhancing the customer relationship management.
14. A study on e-banking services.

Finance Topics

1. Corporate lending
2. Industry analysis and company analysis on a scenario basis, competitiveness, growth potential and credit analysis
3. Research in Risk management, Banking, Derivatives etc
4. Virtual finance
5. Financial planning and forecasting
6. New financial approaches for the economic sustainability
7. Activity based costing and management
8. Retail Banking
9. E- Investment Banking
10. Risk analysis in capital budgeting.
11. Fundamental and technical analysis for purchasing shares in the secondary market.
12. Behavioral finance

Human Resource

1. A study on individual learning style, training, talent development and organizational development /knowledge management.
2. A study on knowledge sharing
3. A study on Talent Management.
4. A study on organizational and individual competencies.
5. A study on train drain in IT companies.
6. A study on competency based training/succession planning
7. An analysis on life long learning in service sectors.
8. A study on retraining the workforce
9. A study on stress management and work performance
10. A study on quality of work life
11. An analysis of HR difficulties encountered
12. A study in adoption of e – HRM process.

Compiled by Faculty Members of MIM

