



Business Administration Special Paper VIII
Project Work
(Elective Course)

Semester: IV	Credits: 4	Subject Code: MCM42004	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the significance of selecting the right topic for a research project
- Research and analyze the importance of preparing a good proposal for a Research Project
- Comprehend and apply the practical aspects of undertaking a research project
- Appreciate the relevance of ethical research
- Prepare a project report on selected topic of research in the prescribed format
- Present the findings of their research in a logical manner

Course Content:

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business- Administration. The students will have to work under the guidance of concerned subject teacher. The project will carry total 100 marks out of which 60 marks will be allotted for Project Report and 40 marks will be allotted for Project Viva-voce to be conducted by internal and external examiner appointed by the Examination Department.

Report Contents:

- 1) Cover Page
- 2) Certificate
- 3) Declaration
- 4) Acknowledgement

TENTATIVE CHAPTER SCHEME

CHAPTER 1. INTRODUCTION
CHAPTER 2. REVIEW OF LITERATURE
CHAPTER 3. RESEARCH METHODOLOGY
CHAPTER 4. DATA ANALYSIS AND INTERPRETATIONS
CHAPTER 5. FINDINGS AND CONCLUSIONS
APPENDIX:
BIBLIOGRAPHY
QUESTIONNAIRE
PLAGIARISM REPORT

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Business Administration – Suggested Topics for Project Work

1. An empirical study on 360 degree Performance Appraisal in a Private sector organisation.
2. To study the Job Satisfaction of lower/middle/top level management in Banks/Private/Public sector.
3. To study stress management related to work of the employees from IT Sector.
4. A Study on cross cultural management issues in a multinational company
5. To study the overcoming of negative emotions and boosting motivation of Managers in Private/Public sector organisation.
6. To study the Emotional Intelligence amongst female employees at workplace in Private/Public sector employees.
7. To study the work-life balance of employees in an organisation.
8. To study the work culture and work ethics in an organisation.
9. To study the impact of Training of employees in a Bank/Private/Public sector organisation.
10. A study on the problems involved with the resignation of an employee to both employer and employee.
11. To study the awareness and utility of HRD and HRM in an organisation.
12. A study on the problems related to job transfers of employees especially with reference to female employees.
13. An overview of ethics in Performance Appraisal in an organisation.
14. To study the HR environment of two companies.
15. To study the HR challenges in employing Generation Y.
16. To study the employee retention strategies of two companies.
17. To study the impact of change management of an organisation.
18. To study the techniques of turnaround management in an organisations
19. To study the customer retention techniques adopted by Banks
20. To study the CSR practices adopted by Companies.
21. Study of system of Exit Interviews in a particular organization.
22. Study of significance of employee attitude as a determinant of performance at workplace
23. Study of status of implementation of Sexual Harassment at Workplace Act in particular organization/ sector
24. Role of Managers as coaches in enhancing employee performance
25. Challenges in implementing flexible working conditions in a particular Indian organization

Suggested New Topics:

1. A study on the impact of work from home in an organization
2. A Study of the Effect of Malls on Small Retailers
3. A Case Study on Employee Satisfaction of any organization
4. A Study of Customer Satisfaction Towards Online Shopping

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5. A Comparative Study on Consumer Preferences towards Indian and International
6. Brands of any product/service
7. A Comparative study of role of HR before and during the Covid -19 pandemic
8. A Study of impact of Covid-19 on HR strategies in IT sector
9. A Study of Challenges faced by hospital administration during pandemic

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Journals:

- Journal of Commerce and Management Thought- Quarterly Journal
- Sameeksha: International Journal of Commerce, Economics and Management [SIJCEM]- Annual Journal
- Vikalpa- Journal of Decision Makers- Quarterly Journal published by the Indian Institute of Management Ahmedabad. (<https://iima.ac.in>)
- Indian Journal of Commerce- Quarterly Journal of All India Commerce Association.

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