

LOYOLA ACADEMY DEGREE AND PG COLLEGE

ALWAL, SECUNDERABAD - 500 010
(AUTONOMOUS & AFFILIATED TO OSMANIA UNIVERSITY)
RECOGNISED AS 'A COLLEGE WITH POTENTIAL FOR EXCELLENCE' (CPE) BY UGC

Guidelines for MBA Final Project

1. Purpose of the Project

- To apply theoretical knowledge to real-world business/management problems.
- To enhance analytical, research, and decision-making skills.
- To bridge academia and industry through practical exposure.

Learning Outcomes: At the end of completion of Project work, the students will be

1. Demonstrate the ability to integrate concepts from core and specialization courses to solve real-world business problems.
2. Analyse complex business situations, interpret findings, and provide evidence-based solutions or recommendations.
3. Translate academic learning into practice by engaging with industry, organizations, or entrepreneurial contexts.

✓ **Project committee:** Dean, HoD, 2 Project coordinators

✓ **PRC:** Two Teams

(Team-I: Dean, Project Supervisor, Senior Faculty and Project Co-Ordinator)

(Team-II: HoD, Project supervisor, Senior Faculty and Project Co-Ordinator)

Evaluation of Major Project:

A student who has undergone practical training for a period of 45 days

- i. The student should submit a certificate obtained from the organization in the report.
- ii. The student should prepare a Project Report under the supervision of an internal guide from Department of Management Studies.
- iii. The student has to carry out a project work assigned for 2 credits and 100 marks (50 internal and 50 external).

iv. The candidate is required to submit dissertation approved by the Project Review Committee (PRC).

In order to get the approval from the PRC, the candidate has to submit the title, objective and plan of action of his project work in consultation with his project guide. The student can initiate the project work from the beginning of the 4th semester.

vii. Each candidate follows 3 phases of reviews for obtaining internal marks the guidelines and marks allotment going to circulate by respective guides

viii. On completion of the project work, the candidate should give oral presentation before PRC

ix. After the final approval of PRC, 2 copies of the Project this is certified by the Project Guide and Head of the department has to be submitted to the department.

x. The thesis is evaluated for 50 marks by one external examiner selected by the chief superintendent of examinations from a panel of 3 examiners, who have expertise in that specialization.

xi. **Project Grievances Handling Committee: HoD, Dean and Dr.Hanok (In any Grievances Committee is final Decision)**

Evaluation Guidelines

Phase	Coverage	Marks	Break-up
Phase-I (4 th Semester)	Project Review (Chapter I + Chapter II)	20	<ul style="list-style-type: none"> • Guide – 7 Marks • Attendance – 5 Marks • PRC – 8 Marks
Phase-II (4 th Semester)	Project Review (Chapter III, Chapter IV & Chapter V)	20	<ul style="list-style-type: none"> • Guide – 10 Marks • Attendance – 2 Marks • PRC – 8 Marks
Phase-III (Final Evaluation-Guide only)	Consolidation (All Chapters, Final Report)	10	<ul style="list-style-type: none"> • Guide – 8 Marks • Attendance – 2 Marks
TOTAL		50	

Note: Attendance is mandatory and marks given by Respective Guide only

Phase-I (4th Semester) (20 MARKS)

A. Guide Evaluation - 12 Marks

Criteria	Max. Marks	Indicators
Problem Identification & Clarity of Objectives	1	Clearly defined, relevant, aligned with MBA specialization.
Literature Review & Theoretical Understanding	1	Adequate review, connects theory with practice, identifies gaps.
Methodology & Research Design Preparedness	1	Suitable design, feasibility of approach, clarity of plan.
Quality of Work & Progress	2	Consistency in submissions, timely updates, structured progress.
Student Initiative & Independence	2	Originality, proactive discussions with guide, ownership of work.
Attendance	5	Regularity, discipline, availability for discussions with guide.
Total	12	

B. PRC Evaluation - 8 Marks

Criteria	Max. Marks	Indicators
Presentation Skills (Clarity, Confidence, Structure)	2	Logical flow, confident delivery, effective use of visuals.
Content Quality (Relevance, Depth, Theoretical Framework)	2	Clear objectives, strong linkage to theory, meaningful content.
Response to Questions & Feedback Incorporation	2	Handles queries logically, openness to suggestions, ability to defend work.
Professional Attitude & Preparedness	2	Punctuality, discipline, teamwork, seriousness toward project.
Total	8	

Phase-II Project Review (20 Marks)

A. Guide Evaluation – 10+2 Marks

Criteria	Marks	Indicators
Industry & Company Profile (Chapter III)	2	Completeness, relevance of profile.
Data Analysis & Interpretation (Chapter IV)	3	Correct methods, clarity in tables/graphs, depth of interpretation.
Findings & Recommendations (Chapter V)	3	Practical relevance, linkage to objectives, originality of suggestions.
Student Initiative & Timely Progress	2	Regular updates to guide, adherence to timelines, quality improvements.
Attendance	2	Regularity, discipline, availability for discussions with guide.
Total	12	

B. PRC Evaluation – 8 Marks

Criteria	Marks	Indicators
Presentation Skills	2	Clarity, confidence, structured delivery.
Content Quality	3	Depth of analysis, logical flow across Ch. III–V, use of evidence.
Response to Questions	2	Ability to defend work, justify methodology, clarity in answers.
Professional Attitude	1	Preparedness, punctuality, interaction with PRC.
Total	8	

Phase–III (Final Evaluation by Guide only) – 10 Marks

Coverage: Overall Project Review & Consolidation (All Chapters, Final Report Submission, Viva-Voce Readiness)

A. Guide Evaluation – 6 Marks

Criteria	Marks	Indicators
Quality of Final Report (Structure, Formatting, References)	2	Well-organized, error-free, APA/MLA referencing followed.
Contribution & Originality	2	Demonstrates student's own effort, minimal plagiarism, innovative insights.
Application of Guide's Feedback	2	Revisions incorporated, improvements shown.
Consistency & Professionalism	2	Commitment throughout project, timely completion.
Attendance	2	Regularity, discipline, availability for discussions with guide.
Total	10	

Project Schedule

Review	Date	Day	Purpose
Project Approval	16-01-2026	Friday	Submit Acceptance Letter including approved project title from the company
PRC-1	13-04-2026	Monday	Chapter I + Chapter II
PRC-2	18-06-2026	Thursday	Chapter III, Chapter IV & Chapter V

Technical Specifications

1. General Text Formatting

- **Font:** Times New Roman
- **Font Size (Body Text):** 12 pt
- **Line Spacing:** 1.5 lines (for main content), Double spacing can be used for specific sections like references or block quotes.
- **Paragraph Spacing:**
 - **Before:** 0 pt
 - **After:** 6 pt
- **Alignment:** Justified (both left and right)
- **Indentation:**
 - **First line of paragraph:** 0.5 inch (1.27 cm)
 - **Left and Right indent:** 0 inch (except for block quotes which require 0.5 inch from left)

2. Page Setup / Margins

- **Top margin:** 1 inch (2.54 cm)
- **Bottom margin:** 1 inch (2.54 cm)
- **Left margin:** 1 inch (2.54 cm)
- **Right margin:** 1 inch (2.54 cm)
- **Page Size:** A4 (8.27 × 11.69 inches)
- **Page Numbering:** Bottom-centre

3. Headings Formatting (APA Style)

Heading Level	Font Size	Font Style	Format
Main Heading (Chapter Titles)	16 pt	Bold, Title	Centred
Side Heading / Section Heading	14 pt	Bold, Title	Left-aligned
Sub-heading (Sub-sections)	12 pt	Bold, Italic, Title	Left-aligned
Content Text	12 pt	Regular	Justified

4. Citations & References (APA)

- In-text citations: (Author, Year)
- Reference list:
 - Font: Times New Roman, 12 pt
 - Line spacing: 1.5
 - Alphabetical order

5. Figures, Tables & Charts

- Figure/Table number: Bold, e.g., Table 1 or Figure 1
- Caption: Italic, below figure/table
- Font: 12 pt, Times New Roman

TABLE OF CONTENTS

CONTENTS	Page No
Declaration	<i>I</i>
Certificates (Company)	<i>II</i>
Acknowledgement	<i>III</i>
Abstract	<i>IV</i>
Table of contents	<i>V</i>
<i>CHAPTER: I Introduction</i>	
1.1 Background of the study	
1.2 Need for the Study	
1.3 Scope of the study	
1.4 Statement of the Problem	
1.5 Objectives of the Study	
1.6 Hypothesis of the study	
1.7 Research Methodology	
1.7.1. Type of Research Design	
1.7.2. Population	
1.7.3. Sampling Procedure	
1.7.4. Sources of Data Collection	
1.7.5. Mode of data Collection	
1.7.6. Research Instrument	
1.7.7. Techniques of data analysis	
1.7.8. Software used	
1.8 Limitation of the Study	
1.9 Chapterization of Study	
<i>CHAPTER: II Review of Literature</i>	
2.1 Theoretical/Conceptual Framework	
2.2 Review of Literature	

<i>CHAPTER: III Over view of Industry and Company</i>	
3.1 Over view of Industry	
3.2 Introduction to the Company	
3.2.1. Mission, Vision, and Objectives	
3.2.2. Organizational structure	
3.2.3. Best Practices of HR, Marketing and Finance	
3.2.4. Recognitions and rewards	
<i>CHAPTER: IV Data Analysis and Interpretations</i>	
4.1 Frequency Tables	
4.2 Descriptive Tables	
4.3 Hypothesis Testing	
4.3.1 Hypothesis Testing	
<i>CHAPTER: V Findings, Conclusion and Recommendations</i>	
5.1 Findings	
5.2 Recommendations	
5.3 Conclusion	
5.4 Bibliography	
Annexure: Questionnaire document & Supportive Documents	