



KARNATAKA STATE OPEN UNIVERSITY

Mukthagangothri, Mysuru - 570 006

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**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

PROJECT GUIDELINES

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT



KARNATAKA STATE

OPEN UNIVERSITY

Mukthagangothri, Mysuru - 570 006

MASTER OF BUSINESS ADMINISTRATION (MBA)

PROJECT GUIDELINES

A well-executed project reflects not only what you have learned during your MBA programme, but also what you are capable of achieving as a future management professional.

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

PREFACE

It gives me immense pleasure to present this booklet on **MBA Project Guidelines** to the students of the Master of Business Administration programme offered by the Department of Studies and Research in Management, Karnataka State Open University, Mysuru.

Management education extends beyond classroom instruction and theoretical understanding. It seeks to develop the ability to analyse situations, solve organizational problems, make informed decisions, and contribute meaningfully to society and industry. The project work prescribed in the MBA programme serves as a vital bridge between academic learning and practical application. It provides students with an opportunity to integrate concepts learned during the programme with real-world business situations through systematic investigation and research.

This guideline booklet has been prepared to assist students in understanding the procedures relating to project topic approval, project execution, report preparation, submission requirements, and viva voce examination. Every effort has been made to present the guidelines in a simple and comprehensive manner so that students can successfully undertake and complete their projects with confidence.

I strongly encourage students to select meaningful and relevant topics, maintain the highest standards of academic integrity, and approach their project work with dedication and sincerity. A well-executed project not only enhances analytical and research skills but also strengthens employability and professional competence. Students are advised to make effective use of the guidance provided by their internal and external guides and adhere to the instructions outlined in this booklet.

I express my appreciation to all faculty members, project guides, industry professionals, and stakeholders who contribute to the successful completion of MBA projects. I am confident that the project experience will enrich the learning journey of our students and prepare them to become competent management professionals and responsible leaders.

I wish all of you success in your project work and future careers.

Dr.H. Rajeshwari

Chairperson

Department of Studies and Research in Management

Karnataka State Open University

Mukthagangothri, Mysuru – 570 006

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PART – A

INTRODUCTION

Dear Student,

Congratulations on your progression to the second year of the MBA programme. Over the past year, you have been introduced to the fundamental principles and core domains of management. We hope now you have strong academic foundation.

As you now transit into the final phase of your programme, you will be specializing in your chosen stream, which enables you to develop deeper expertise and applied knowledge in that area. A key academic requirement at this stage is the successful completion of a **project**, which is intended to integrate theoretical learning with practical application and research.

You are required to undertake and complete your project during the final year and submit the project report prior to the commencement of your fourth semester examinations. The project will carry a total of 100 marks for the written report. In addition, you will be required to appear for a viva voce examination, which will carry 50 marks, where you will be expected to defend and substantiate your research work.

You are advised to carry out the project with diligence, analytical rigour, and academic integrity, as it constitutes a significant component of your overall evaluation and professional development. For this, please go through these guidelines meticulously.

What is a Project?

An MBA project is a hands-on, strategic business analysis or problem-solving exercise where students apply their classroom learning to a real-world scenario. You have to practically apply the knowledge what you have learnt from theory in your MBA Programme. Please note that the Projects serve as a crucial step to demonstrate practical skills like data analysis and strategic thinking.

Why Should You Do a Project?

The Department of Studies and Research in Management has prescribed project for you for the following reasons.

You Learn by Doing, Not Just Reading

Throughout your MBA, you've been learning theories and concepts in your classes. But honestly, how much of that really sticks when you only read it in books? A project lets you take those theories and actually use them in real situations. When you apply what you've learned to solve an actual business problem, suddenly everything makes sense. It's like learning to swim—you can't learn it just by reading about it; you have to jump into the water.

You Build Skills That Employers Want

Here's the truth: when you graduate and go for job interviews, companies don't just want someone who knows theory. They want people who can think critically, solve problems, work in teams, and communicate well. Your project teaches you all of these skills. You'll learn how to do research properly, analyse complex information, work with others, and present your ideas convincingly. These are exactly the skills that will make you successful in your career.

Further you will be asked to speak about and show your project when you go for job interview. Should you need a good job, then do project with all seriousness.

Your Resume Gets a Boost

Imagine you're sitting in an interview and the recruiter asks, "Can you tell us about the project you have done in MBA?" If you've done a good project, you can impress them. Your project becomes proof that you're not just a bookworm but someone who can actually deliver results. It makes you stand out from other candidates who only have their grades to show. By doing a serious project, you get chance to get employment or internship in that company.

You Grow as a Person

Your project will challenge you. Many students who have done good projects in companies have been selected in that company on different roles. There will be moments when you'll struggle to find data, when your analysis won't work out, or when you'll have to revise everything. But that's exactly where the growth happens! You'll learn to handle pressure, manage your time, overcome obstacles, and bounce back from setbacks. These experiences build your confidence and prepare you for the real business world, where things don't always go as planned.

So, think of your project not as a burden, but as your opportunity to shine, learn, and prepare yourself for an amazing career ahead. A book with your name on it defines you. Anyone who go through the report will understand what you are. It's your chance to show what you're capable of!

Note/Ethical Consideration

Many students find it easy to reproduce existing reports or download from different websites. But this will not give you any knowledge and you cannot defend yourself in project viva

So ready to do a good project, which is a ladder for your career?

This has four steps

PART B: Taking the project topic Approval

PART C: Working on the Project

PART D: Preparing the Project Report

PART E: Submitting the project and attend Viva Voce Examination

PART B

PROJECT TOPIC APPROVAL

Now, Let us understand the first step here.

The first step here is to get the project topic approved by the department. This will ensure that you have chosen an appropriate topic to do your project.

How to take project approval?

STEP-01:

Students are requested to get the “**TO WHOMSOEVER IT MAY CONCERN**” letter from Department of Management. You can download this letter under assignment question section of your academic portal and submit this letter to your approached Company/Organization/Institution/Banks/etc. **Please note that this letter is not compulsory.** In some organization when you approach, they may ask for a formal letter from the Department. At that time you can submit this letter to them.

A Sample letter is shown in Annexure A :

STEP-02:

Get a Consent Letter from the approached **Company/Organization/Institution/Banks/etc.** in their original **Letter Head with seal and signature.** **Serious action will be taken upon submitting fake company letters.**

The concerned manager will become the **External Guide** for your project.

Discuss with them what topics can be taken in that organization. This is very important. You can ask them for a problem statement or any current issue faced by the company. The problem may be small. But solving the problem will help the company. Then the company will happily share the relevant details. You should convince them that doing a project in that company will also provide benefit to them. This is a win-win situation.

Note: The department has observed that many students give illogical topics.

For Eg:

- Inventory Management in Amazon (Whether Amazon manages inventory?!))
- Capital Budgeting in ShareKhan, Mysore (Whether ShareKhan Mysore branch does capital Budgeting?))
- Job satisfaction among Work from Home Employees in JK tyres (JK tyres do not permit work from Home))

Sample Letter Format of Company Consent Letter is shown in Annexure B:

Sample Letter Format for External Guide is shown in Annexure C

STEPS-03:

Get a Consent Letter from the **Internal Guide** working in University/Institution/College/etc in their **Letter Head** along with the **Resume/CV** of your **Internal Guide** along with **signature & Authorized seal** at the end of the **Resume/CV**.

Conditions for Internal Guide:-

1. Faculties teaching in **MBA/MCom (PG)** subjects should have minimum teaching experience of **05 years**. Whereas teachers, teaching **BBA/BCom/BBM (UG)** should have minimum teaching experience of **10 years**.
2. Specializations like **Finance, Marketing, HRM** students can approach teaching faculty from (**PG-MBA/MCom & UG-BBA/BCom**) with above mentioned teaching experiences.
3. For **Operations (Engineering-Mechanical Faculty), IT(MSc-IT/MCA), Corporate Law (MBA/MCom /Law Faculties) & Tourism (MBA Faculties), Hospital and Health Care (Hospital and health Care Faculty)** specialization students can approach the respective subject faculties with above mentioned teaching experiences.
4. Please select a guide near you, so that it is easy for you to approach. You may also approach faculty members from Department of Management, KSOU, Mysuru.
5. Discuss the topic provide by the company with your internal guide. They will help you to phrase the topic.
6. Please keep regular touch with your internal guide. Ask them how to do the project. Show the questionnaire, data collected, analysis to them.

Sample letter for internal Guide is shown in Annexure D and Sample topic lists are given in Annexure E

STEPS-04: Students have to write the covering letter to the department chairperson along with **Company Consent letter/External Guide Letter, Internal Guide Consent Letter, Internal Guide CV/Resume** documents & with **3 proposed Project Topics on your specialization**

Sample Letter Format is annexed as Annexure F:

STEPS-05: Students need to submit all the above documents to Department **either physically or by Post. (Request the students to write your proper residential address while sending post). You should also upload this to the assignment portal.**

Department Postal Address:-

Chairperson

DOS&R in Management, I Floor, Hamsa Building

Above Admission Section

Karnataka State Open University Mukthagangothri, Mysuru – 570006

STEPS-07: On the request of student letter, Department will approve one topic out of three and issue the topic approved letter to student. Later students can start the project work. **Last date to get your project topic/ title approval from the department will be informed to you through academic portal.**

Note:-

1. Students should do the projects only on Approved Topic else project will be rejected.
2. Students shall keep the approval letter till the completion of project. They need to attach the original approval letter in the Final Project Report.
3. In case you do not receive your approval letter even after one month of sending, contact the department

PART C

PROJECT PROCEDURE

Now you have taken the approval, and you can start working on your project. Feel free to meet your internal and external guide regularly and discuss about the project. Please follow the below steps while conducting the project.

1. Understand the Topic Thoroughly

Before starting the project, spend sufficient time understanding the topic. Discuss the scope and objectives with your internal and external guides. Clarify what exactly needs to be studied, who will be involved in the study, and what outcomes are expected.

Example:

If your topic is "*Customer Satisfaction towards Digital Banking Services*", understand digital banking services, customer satisfaction concepts, and the banking environment before proceeding.

2. Collect secondary data

Collect research articles published in the area of the project topic. This will give an idea about how to do a project. Go through some genuine project reports. Collect information about the concepts that are used in the study. Conduct Preliminary Literature Review

Collect and study:

- Research articles
- Books
- Company reports
- Government publications
- Industry reports
- Websites of reputed organizations

A literature review helps you to:

- Understand previous studies.
- Identify research gaps.
- Frame objectives and hypotheses.
- Design suitable research instruments.

3. Define the Problem Statement

Every project should address a specific problem or issue. Identify your problem

The problem statement should:

- Be clear and specific.
- Reflect a practical issue.
- Be relevant to the organization.

Example:

"Declining customer satisfaction regarding mobile banking services in XYZ Bank." Write a minimum of one para on it, not exceeding one page.

4. Formulate Objectives of the Study

Objectives indicate what the study intends to achieve.

Good objectives should be:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Example:

1. To measure customer satisfaction regarding digital banking services.
2. To identify factors influencing customer satisfaction.
3. To suggest measures for improving customer satisfaction

5. Develop Research Methodology

Prepare a research design that explains how the study will be conducted.

The methodology should specify:

a) Type of Research

- Descriptive Research
- Exploratory Research
- Analytical Research
- Diagnostic Research

b) Sources of Data

Primary Data

- Questionnaire
- Interview
- Observation
- Focus Group Discussion

Secondary Data

- Annual Reports
- Websites
- Journals
- Books

Sampling Design

- Sampling Technique
- Sample Size
- Target Respondents

6. Prepare Data Collection Instruments

If primary data collection is required:

Questionnaire Design

- Use simple language.
- Avoid ambiguous questions.
- Arrange questions logically.
- Include demographic questions.
- Use appropriate scales where required.

Always get the questionnaire approved by both internal and external guides before data collection.

When to Use a Questionnaire?

Please note that use of questionnaire is not mandatory. You have to use them based on your topic.

For Example, if your topic is,

- A. Customer Perception towards Electric Vehicle – Use questionnaire
- B. Employee Satisfaction about Work Environment - Use questionnaire
- C. Working Capital Management- No need for questionnaire

Note: You can take the help of Artificial intelligence to prepare draft questionnaire and scrutinize it thoroughly and discuss with both internal and external guide for their approval.

7. Collect Primary data

This is the essence of your work. There are various methods of collecting primary data. Go through them. You have to visit company for a minimum of one month to collect primary data, observe the process and discuss with the people concerned. While collecting data:

- Obtain consent from respondents.
- Maintain confidentiality.
- Avoid influencing responses.
- Record responses accurately.
- Ensure adequate sample size.

Ethical behaviour during data collection is mandatory.

8. Analyse the data

Analyse the data- The collected data has to be analysed in line with the topic

9. Finding and Suggestion

1. Finding – Note down what you have found out by analysing the data
2. Suggestion- Based on your finding, give suggestions to the company for improvement

Now consolidate your research work and write the project report.

Part – D

PREPARING THE PROJECT REPORT

DETAILS OF THE CONTENT

1. **Initial Pages:** Please attach the followings in the beginning of the report
 1. **Original Approval Letter** (Issued by the Department) should be attached to the copy submitted to the Department for evaluation and Photo Copy should be attached to the other copy.
 2. **Chairperson Certificate** (Project Certificate to be duly signed by the Chairperson) Annexure G
 3. **Project Completion Letter** in the Letter Head of Concerned Company. – Annexure H
 4. Internal guide certificate (Duly signed by the guide). – Annexure I
 5. External guide Certificate (Duly signed by the guide). – Annexure J
 6. Acknowledgement(duly signed by the Student)
 7. Declaration (duly signed by the Student)
 8. Content page along with page numbers.
 9. List of Tables
 10. List of Charts
 11. List of Abbreviations
2. **CHAPTERIZATION :** Your report must have five chapters as shown below. Each chapter should have the contents as specified here.

Chapter – I: Introduction:

In introduction you have write about the below points.

- a. Introduction
- b. Statement of the Problem
- c. Scope of Study
- d. Objectives of the study
- e. Research Design
- f. Research Methodology
- g. Limitations of the study
- h. Chapter Scheme (Description of each chapters para wise).

Chapter – II: Conceptual Frame Work

In conceptual framework, you have to write

- Theoretical Aspects related to your topic as you have studied
- Discuss your topic at macro level (for Ex: If your topic is on Labour Welfare Measure, then write about Labour Welfare Measures in different companies, if your topic is about mutual funds, then write about leading Mutual Funds in India. If your topic is Consumer perception about a particular travel agency, then write about Consumer perception towards tourism industry)

Chapter – III: Company Profile

Write about the company, History, present management structure, Vision, Mission, objectives, products, major customers, major supplier, marketing channels etc as relevant.

Chapter – IV: Survey, Analysis and Interpretation

This is very important chapter and will be seriously reviewed by your project examiner and viva voce examiner, In this chapter you have to write about the following

- Data Collection
- Focus Group
- Research Instrument (ex: Questionnaire, Personal Interview.....)
- Sampling Technique
- Sample Size
- Statistical Tools Used for Analysis and Interpretation
- Survey, Analysis and Interpretation

After collecting data- You can prepare tables to show collected data. Based on data collected, write description, survey result and analysis.

In case you have not used questionnaire, for example you have done project on financial statement analysis of XYZ company, Collect five year data, analyse whether profit is increasing or decreasing, assets, liability, loans, inventory are increasing or decreasing, whether ratios are ideal or not etc.

Chapter – V : Summary of Findings, Suggestions and Conclusion

This chapter must contain your findings based on analysis, suggestions you wish to offer and overall conclusion about the project. **Note that your findings should come from your analysis, your suggestions should come from your findings**

Last Pages (Annexures) :

Attach the following at the end of the report

- a. Questionnaire (In case you have used questionnaire to collect data)
- b. Balance sheet and profit and loss statement of the company (In case you have taken financial project)
- c. **Bibliography**

Note:

1. **The number of pages should be 100 – 120.**
2. **Font and Font size:** Please use Font Size – 12 , Font Style – Times New Roman Line Spacing – 1.5 Standard Spacing and justified paragraph.
3. **Wrapper Colour :**
Mysore Center -Pista Green
Other Center - Yellow
- a. **Binding : Soft K.G.Board Binding. Spiral Binding will be rejected**
4. **Cover Page should be as per Annexure K**
5. **All the certificates should be in typed format (No handwritten).**
6. ***The last date for submission of Project Report will be intimated by the Department.***

PART E

SUBMISSION OF THE PROJECT REPORT AND ATTENDING VIVA VOCE EXAMINATION

The report has to be submitted to the department within the last date prescribed by the department. You can submit the report in person or send it with someone else. **Please note that we do not accept projects through posts.**

You have to get four copies printed. One copy has to be submitted to the department and one copy has to be retained for the Viva- Voce and other copy for the internal guide and fourth copy is for the company. You have to take signature on all copies. You have get signature of Head of the Department on all copies.

Viva Voce Examination

The department will conduct a viva voce examination in the department of Studies and Research in Management soon after the completion of your IV Semester Examination. **Please note that attending viva voce is compulsory without which your project will not be sent for evaluation.** Time table showing place, dates and batches will be shared. Please bring your hall ticket for viva and get signature of the viva voce examiner.

You are supposed to attend viva for 5-10 minutes and defend your report. No power point presentation is required.

Please also note that if you do not attend viva, you have to take project topic approval again and resubmit project along with your junior batch by paying one subject fee.

ALL THE BEST. DO A GOOD PROJECT THAT BRINGS FAME TO YOU , TO THE COMPANY AND TO THE DEPARTMENT

sd/-

Chairman

DOS&R in Management

KARNATAKA STATE OPEN UNIVERSITY
MUKTHAGANGOTHRI, MYSORE-06
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No: KSOU/MBA/Project /2025-26

Date: 04-06-2026

To,

.....

.....

.....

.....

.....

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr/Mrs.....bearing Roll No.....is a bonafide student of MBA (Final) in Karnataka State Open University, Mukthagangothri, Mysuru to take up project work at your reputed Organisation/ Company/ Institution. This project is for the partial fulfillment of MBA programme. I would like to assure you that the Information collected by this student for MBA project will be used for academic purpose and the confidentiality of the Information will be strictly maintained.

With regards



Chairperson
Chairman
DeS&R in Management
KSOU, Mukthagangothri.
Mysuru-57C 006

(COMPANY LETTERHEAD)

To,
Chairperson
Department of Studies & Research in Management
KSOU, Mysuru - 570 006

Date: / /

Dear Sir/Madam,

Subject:- Permission to carry out project in our company for <Student Name> & <Roll Number>

Thank You,

Signature & Company Authorized Seal

Consent Letter for MBA Project Guide (External Guide)

Consent Letter of MBA Project Guide

To,
Chairperson
Department of Studies & Research in Management KSOU,
Mysuru - 570 006

Date: / /

Dear Sir/Madam,

Subject:- Consent Letter to be an External Guide for <Student Name> & <Roll Number>

Proposed Project Titles:-

- 1.
- 2.
- 3.

Name of the Guide:- _____

Designation:- _____

Thank You,

Signature & Company Authorized Seal

Sample Letter Format:

Consent Letter for MBA Project Report Guide
(Internal Guide)

To,
Chairperson
Department of Studies & Research in Management
KSOU, Mysuru - 570 006

Date: / /

Dear Sir/Madam,

Subject:- Consent Letter to be an Internal Guide for <Student Name> & <Roll Number>

- Proposed Project Titles:-
1.
2.
3.

Name of the Guide:-
Designation:-

Thank You,

Signature &
Institution/College Authorized Seal

List of Sample topics**1. MBA finance project titles, - banking, Fintech, FMCG, and corporates**

1. A Study on Investment Behaviour of Retail Investors with Special Reference to Zerodha
2. Impact of Financial Literacy on Investment Decisions among Young Professionals: A Study with Reference to HDFC Bank Customers
3. Risk and Return Analysis of Mutual Funds: A Comparative Study of SBI Mutual Fund and ICICI Prudential Mutual Fund
4. Working Capital Management and Its Impact on Profitability: A Study of ITC Limited
5. A Study on Credit Risk Management Practices in State Bank of India
6. Digital Payments and Their Impact on Consumer Spending Patterns: A Study with Reference to PhonePe
7. Financial Performance Analysis using Ratio Analysis: A Study of Reliance Industries Limited
8. Behavioural Finance: Influence of Psychological Biases on Investment Decisions – A Study of Investors using Groww
9. Capital Structure and Its Effect on Firm Value: A Study of Tata Steel
10. Green Finance and Sustainable Investment: A Study with Reference to Adani Green Energy Limited

2. Marketing

1. A Study on Digital Marketing Strategies and Customer Engagement with Reference to Zomato
2. Impact of Social Media Marketing on Brand Awareness: A Study with Reference to Nykaa
3. Consumer Perception towards Online Shopping Platforms: A Study with Reference to Amazon India
4. Effectiveness of Influencer Marketing in Brand Promotion: A Study with Reference to Mamaearth
5. A Study on Customer Satisfaction and Loyalty Programs with Reference to Reliance Trends
6. Brand Positioning Strategies in the Telecom Sector: A Study with Reference to Reliance Jio
7. Impact of Advertising on Consumer Buying Behaviour: A Study with Reference to Coca-Cola
8. A Study on Omni-Channel Retailing and Customer Experience with Reference to Reliance Retail
9. Consumer Buying Behaviour towards Electric Vehicles: A Study with Reference to Tata Motors
10. A Study on Brand Loyalty and Customer Retention Strategies with Reference to Apple

3. Human Resource Management

1. A Study on Employee Engagement and Its Impact on Productivity with Reference to Infosys
2. Effectiveness of Training and Development Programs: A Study with Reference to Wipro
3. A Study on Talent Acquisition and Recruitment Strategies with Reference to Tata Consultancy Services
4. Impact of Work-Life Balance on Employee Satisfaction: A Study with Reference to Accenture
5. A Study on Employee Retention Strategies in the IT Sector with Reference to HCLTech
6. Performance Appraisal Systems and Employee Performance: A Study with Reference to ICICI Bank
7. A Study on Organizational Culture and Its Impact on Employee Behaviour with Reference to Google
8. Impact of Employee Motivation on Job Performance: A Study with Reference to Amazon
9. A Study on Diversity and Inclusion Practices with Reference to Deloitte
10. Job Satisfaction and Employee Turnover: A Study with Reference to Reliance Industries Limited
11. Change Management – A study with reference to

D. Operations

1. A Study on Supply Chain Management Practices with Reference to Amazon India

2. Inventory Management and Its Impact on Operational Efficiency: A Study of Reliance Retail
3. A Study on Logistics and Distribution Efficiency with Reference to Delhivery
4. Impact of Lean Operations on Cost Reduction: A Study with Reference to Toyota
5. A Study on Production Planning and Control Systems with Reference to Tata Motors
6. Quality Management Practices and Customer Satisfaction: A Study with Reference to ITC Limited
7. A Study on Warehouse Management Systems and Operational Efficiency with Reference to Flipkart
8. Role of Technology in Operations Management: A Study with Reference to Infosys
9. A Study on Capacity Planning and Utilization with Reference to Maruti Suzuki
10. Process Optimization and Cost Efficiency: A Study with Reference to Hindustan Unilever Limited

E. Tourism

1. A Study on Digital Marketing Strategies in Tourism with Reference to MakeMyTrip
2. Customer Satisfaction and Service Quality in Hospitality Industry: A Study with Reference to Taj Hotels
3. Impact of Online Reviews on Hotel Booking Decisions: A Study with Reference to Tripadvisor
4. A Study on Tourism Promotion Strategies by Government Agencies with Reference to Karnataka State Tourism Development Corporation
5. Role of Travel Agencies in Promoting Domestic Tourism: A Study with Reference to Thomas Cook India
6. Customer Experience and Brand Loyalty in Airline Industry: A Study with Reference to IndiGo
7. A Study on Sustainable Tourism Practices with Reference to Kerala Tourism
8. Impact of COVID-19 on Tourism Industry Recovery Strategies: A Study with Reference to Airbnb
9. A Study on Eco-Tourism and Its Economic Impact with Reference to Forest Department of Karnataka
10. Role of Social Media in Influencing Travel Decisions: A Study with Reference to Instagram

F: Corporate Law

1. A Study on Corporate Governance Practices with Reference to Infosys
2. Board Structure and Its Impact on Firm Performance: A Study with Reference to Tata Group
3. A Study on Compliance with the Companies Act, 2013: Evidence from Reliance Industries Limited
4. Corporate Social Responsibility (CSR) and Legal Compliance: A Study with Reference to ITC Limited
5. A Study on Insider Trading Regulations and Their Effectiveness: A Case Study of HDFC Bank
6. Role of Independent Directors in Corporate Governance: A Study with Reference to Wipro
7. A Study on Mergers and Acquisitions and Legal Framework: A Case Study of Flipkart
8. Shareholder Rights and Protection: A Study with Reference to ICICI Bank
9. A Study on Corporate Fraud and Legal Remedies: A Case Study of Satyam Computer Services
10. SEBI Regulations and Their Impact on Listed Companies: A Study with Reference to Securities and Exchange Board of India

G: Information Technology

1. A Study on Digital Transformation Strategies with Reference to Infosys
2. Impact of Artificial Intelligence on Business Operations: A Study with Reference to Tata Consultancy Services
3. A Study on Cloud Computing Adoption and Business Performance with Reference to Amazon Web Services
4. Cybersecurity Practices and Risk Management: A Study with Reference to Wipro
5. Role of Big Data Analytics in Decision Making: A Study with Reference to IBM
6. A Study on E-Governance and Digital India Initiatives with Reference to National Informatics Centre
7. Impact of Mobile Applications on Consumer Behaviour: A Study with Reference to Paytm
8. A Study on Enterprise Resource Planning (ERP) Systems and Organizational Efficiency with Reference to SAP
9. Adoption of Blockchain Technology in Business: A Study with Reference to Infosys Finacle
10. A Study on IT Service Quality and Customer Satisfaction with Reference to HCLTech

H: Hospital and health care Management

- 1. A Study on Patient Satisfaction and Service Quality with Reference to Apollo Hospitals
- 2. Hospital Operations and Queue Management: A Study with Reference to Narayana Health
- 3. A Study on Healthcare Marketing Strategies with Reference to Fortis Healthcare
- 4. Impact of Digital Health Records on Hospital Efficiency: A Study with Reference to Manipal Hospitals
- 5. A Study on Employee Engagement and Job Satisfaction among Healthcare Professionals with Reference to Columbia Asia Hospitals
- 6. Financial Management and Cost Control in Hospitals: A Study with Reference to Aster DM Healthcare
- 7. A Study on Medical Tourism and Its Growth Potential with Reference to Apollo Hospitals
- 8. Role of Telemedicine in Improving Healthcare Access: A Study with Reference to Practo
- 9. A Study on Quality Assurance and NABH Accreditation Standards with Reference to National Accreditation Board for Hospitals & Healthcare Providers (NABH)
- 10. Impact of Health Insurance on Hospital Utilization: A Study with Reference to Star Health and Allied Insurance

Sample Covering Letter Format:

To,

Chairperson

Department of Studies & Research in Management KSOU, Mysuru - 570 006

From,

Student Name

Roll Number

Specialization

Phone Number

Dear Sir/Madam,

Subject:- Requisition for the Approval of Project Title

I am < Student Name>, bearing roll number <Reg No> , presently in third semester MBA has selected <Company Name> to carry out the project under the Guidance of <Name of External Guide> and <name of Internal Guide>.

Kindly approve any one topic from below

Proposed Project Titles:-

- 1.
- 2.
- 3.

Thank You,

Student Signature

KARNATAKA STATE



OPEN UNIVERSITY

MUKTHAGANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

Date.....

PROJECT CERTIFICATE

This is to certify that Mr/Mrs.....
bearing the Register numberhas successfully completed
the project work on
..... under the..... guidance of
.....(Internal Guide) and
..... (External Guide). The project
report is submitted to the Karnataka State Open University in Partial fulfilment of the
requirement for the award of Master of Business Administration (MBA) during 2021-22.

Chairperson
Department of Studies &
Research in Management,
KSOU, Mysore

In Company Letter Head(Company Certificate)

Date:

PROJECT COMPLETION CERTIFICATE

This is to certify that the project work entitled “-----
-----“**is based on original** project study
conducted by----- bearing Reg. No _ _ _ _ _ in our company. The work has been
satisfactory and is recommended for consideration towards partial fulfilment of the requirement for
the MBA degree.

PLACE:

DATE :

Name : Designation :

Date:

INTERNAL GUIDE CERTIFICATE

This is to certify that the project work entitled “-----
-----“is based on original project study
conducted by----- bearing Reg. No: ----- under my guidance and
supervision. The work has been satisfactory and is recommended for consideration towards partial
fulfilment of the requirement for the MBA degree.

PLACE:

DATE :

Name :
Address :

Seal of the College/Institution

In Company Letter Head

Date:

EXTERNAL GUIDE CERTIFICATE

This is to certify that the project work entitled “-----
-----”is based on original project study
conducted by----- bearing Reg. No: - ----- under my guidance and
supervision. The work has been satisfactory and is recommended for consideration towards
partial fulfilment of the requirement for the MBA degree.

PLACE:

DATE :

**Name :
Designation :**

Company Seal and Sign

KARNATAKA STATE



OPEN UNIVERSITY

MUKTHAGANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

“(TOPIC).”

*A Project report submitted for the partial fulfilment of
the award Of Master of Business Administration
Degree in KSOU 206-27*

By

Name:

Register No:

Under the guidance of

INTERNAL GUIDE

Name

Designation

Address

EXTERNAL GUIDE

Name

Designation

Address

**Department of Studies and Research in
Management KSOU, Mysore-570006**