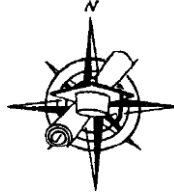


**PIONEER INSTITUTE OF PROFESSIONAL STUDIES
INDORE (M.P.)**

(An Autonomous Institution Established in 1996); NAAC Accreditation



Diligence & Excellence

(Since 1996)

MAJOR RESEARCH

PROJECT

ON

(Name of the Topic in Bold Letters & in Title Case)

**A Research Report Submitted in Partial Fulfillment for the Award of Degree
of Masters of Business Administration**

GUIDED BY:

(Name of Guide)

SUBMITTED BY:

Name of Student

Roll No

Class- Semester

ACKNOWLEDGEMENT

I express my deep gratitude to my institution **Pioneer Institute of Professional Studies, Indore** for providing me to attain my most cherished goal.

I express my profound gratitude to my esteemed guide (**Name of Guide along with college name in bold letters**), Indore for making me fortunate enough to work under the guidance and supervision. His constant witness, encouragement, motivation and positive criticism made this work daybreak.

I take this opportunity to thank **respected Dr. CA P K Jain, Principal; Dr. Mona Tawar Director and Dr. CA Prashant Jain** for providing me the facilities and encouragement for the successful completion of this work.

I also thankful to my entire esteemed faculty member's for their help.

I owe thanks to all non-teaching staff for their timely help.

Name of Student

Roll No

Class- Semester

CERTIFICATE

This is to certify that the project work entitled “**Topic of project**” has been carried out by (Name of student along with class) under the guidance of (Name of Guide), **Pioneer Institute of Professional Studies, Indore (M.P).**

I recommend this piece of work for acceptance as project for the partial fulfillment of the Degree Master of Business of Administration of Pioneer Institute of Professional Studies, Indore (M.P).

Date :

(Name of Guide in bold letters)

Place:

Pioneer Institute of Professional Studies

DECLARATION

I hereby declare that the project work entitled (“**Topic of project**”) submitted to **Pioneer Institute of Professional Studies, Indore** is a record of an original work done by me under the guidance of (Name of Guide).

Name of Student

Roll No

Class- Semester

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FORMAT OF REPORT FOR MAJOR RESEARCH PROJECT

The project report is an extremely important aspect of the project. It should be properly structured and also necessary and appropriate information regarding the project.

The aim of the project is to produce a good product and a good report, that you developed during the project are merely a means to this end.

The Report would consist of 5 chapters, are mentioned above in content page. These chapters further consist of various sub parts, all the desired information has been gathered on the basis of that sub parts.

Chapter: 1

It mainly comprises of introductory part that clearly defines brief description of your project. The overview of entire study undertaken. What are the basic aspects of research, which methodology has been preferred by you?

This is one of the most important components of the report. It should begin with a clear statement of what the project is about so that the nature and scope of the project can be understood by a lay reader. It should summaries everything you set out to achieve, provide a clear summary of the project's background, relevance and main contributions. The introduction should set the context for the project and should provide the reader with a summary of the key things to look out for in the remainder of the report.

Chapter: 2

A **literature review** is basically a summary of 'what the academic literature reveals' about the subject of your investigation

The review of literature is an essential aspect of the research project. The literature in any field, forms of foundation upon which a future work is built. Review of related literature avoids duplication of work, shows strength and weakness of various past researches and determines the design of further research. It enables the researcher to know the means of getting to the frontier in the field of study. The review of literature bridges the gap between new and old knowledge and provide the guidance to the researcher that he is doing his work systematically and correctly. The literature review. A review of the literature is an essential part of your academic research project. The review is a careful examination of a body of literature pointing toward the answer to your research question.

This Chapter also includes **Rationale**

- This Point includes reasons or justifications for the question that Why the study is needed?

After rationale, the next title is **Objective(s)**

- Objectives should be start with the word "To".
- For example In 'A study of Brand loyalty in the product category of biscuits' the objective should be

To find the level of customer loyalty in selected biscuit brands

Chapter: 3

This chapter deals with the methodological steps adopted in your study. Right from selecting the topic and carrying out till recommendations research methodology drives the researcher in the right track. The entire research plan is based on the concept of right methodology.

Research methodology includes the following points

- Research Type
- Research Unit
- Population
- Sample Size
- Sampling Method
- Tools for data collection
- Tools for data analysis

Chapter 4:

This chapter includes the **Data Analysis**, in which by applying various tools researcher make the statement about the results.

Results

A results section should follow. Testing of the project, resources used, measurements taken, graphs, tables, photographs, and so on. It's the output that shows in the form of documents.

Discussion

Now comes the discussion section, where you compare the results with the intentions of the project. If you wish to include an indication of the chronological development along which the project proceeded, it may well be placed here. You can also give an indication of the scope for future work, and discuss how you might have approached the project differently were you to do it again. You might also indicate what you learned from the project, and put in any comments on the factors which enabled or impeded the project.

Chapter: 5

This chapter basically deals with, what exactly you got at the end of research. The project's conclusions should list the things which have been learnt as a result of the work you have done. Avoid tedious personal reflections. It is common to finish the report by listing ways in which the project can be taken further. This might, for example, be a plan for doing the project better if you had a chance to do it again, turning the project deliverables into a more polished end product.

References:

It includes the resources that you have used, to represent the whole scenario of the research.

Bibliography

This consists of a list of all the books, articles, manuals etc. used in the project and referred to in the report. You should provide enough information to allow the reader to find the source. In the case of a text book you should quote the name of the publisher as well as the author.

During writing the Bibliography following points should be keep in mind

- References should be written in APA Style.
- Each element (e.g. Author[s], Date, Title, Publication information) has a standardized format including punctuation and presentation style (e.g. capital letters and italics etc.).
- Sequence of information should be
 - a) Author(s) Name (Last Name first)
 - b) Date or year of Publication
 - c) Title of the work
 - d) Publication Information
 - e) Additional information (e.g. Editions, Page No)

Webliography

All the resource related to web, included in Webliography. With web address date & time should be mentioned by researcher.