



ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION

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Prof. B. Mohini
DIRECTOR

No.SDE/PG Diploma in Management/2019

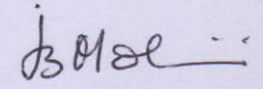
Date:25.03.2019

Dear Learner,

GREETINGS FROM THE SCHOOL OF DISTANCE EDUCATION.

As per the curriculum, the students of PG Diploma in Management have to submit a Project Report and also attend Viva-Voce examination, as per the schedule announced by the University. In this connection, you are advised to comply with enclosed guidelines with regard to project report. For further details contact Course Coordinator, Dr. M. Manisekhar on 9966490248 or visit our website: www.andhrauniversity.edu.in.

With Best Wishes,


(B. MOHINI)

Enclosed: Guidelines for Project Report.

GUIDELINES FOR PROJECT REPORT

- 1) Every candidate shall choose an eligible Project Guide for selecting a topic for the Project work and also for guiding him / her in preparing the Project Report.
- 2) The eligible Project Guide shall be
 - a) Faculty of Department of Commerce and Management Studies, Andhra University; or
 - b) Academic counselors of MBA Programme being offered by School of Distance Education, Andhra University, Visakhapatnam; or
 - c) Faculty of Depts. Of Commerce & Management Studies of any other University recognized by Andhra University.
- 3) The Project Work shall be undertaken in any organization having a minimum of Rs.100 crore turnover or having atleast 500 employees.
- 4) The topics for the project report may be taken from the following suggestive list of areas or can choose any topic relevant to the Diploma course and do the project work in consultation with the Project Guide.
 - i. Study of Organization Design / Organization Structure
 - ii. Management practices in an organizations
 - iii. Leadership styles in an organization
 - iv. Organizational effectiveness
 - v. Operational performance of any Public Sector Enterprises including Banks and Insurance Companies
 - vi. Employee motivation in an organization
 - vii. Communication styles in an organization
 - viii. Analysis of Financial statement of an organization
 - ix. Pricing policies of Public Sector enterprises.
 - x. Impact studies (sectoral) on the economic policies of Government
 - xi. Field Study / Empirical Study
- 5) The Candidate has to submit the Project Report on the date of Viva-Voce examination.