

Guideline for M.Com Dissertation and Essays-2015

The students are required to follow the given guidelines in order to submit their dissertation and write the Essays in the M.Com 4th Semester Exam 2015.

200 marks are distributed as follows:

- Two essays to be written at Examination Hall carrying 100 marks (50 mark each). The students should select any two chapters from the topic mentioned in the Project Areas either from their specialization opted in the 3rd Semester or from any other remaining specializations
- One dissertation is to be prepared carrying 50 marks at home and submitted at DDCE at the time of Examination and viva shall be conducted carrying 50 marks during the examination. The date of the viva will be notified in the examination time table.
- 40-70 pages of dissertation to be prepared out of topics / specialization.
- The Project Work undertaken should be authentic and should contribute towards the development and growth of the subject. If the Expert Committee/ External feels that the Project Work undertaken does not appear to be authentic or does not contribute towards the growth of the subject or it has been merely copied from some sources, the Directorate has the right to reject the Project Work. In that case, the student would be awarded zero. Group projects are not allowed. If the Expert/ External find that the subjects/chapters/contents of the projects of two students are matching then both the project will be rejected and Zero mark will be awarded to both.

PROJECT GUIDE'S ROLE

The guide should be well versed in the subject area, which will help you in designing the questionnaire deciding the size of sample, procedure for data collection, tabulation and analysis. You must discuss your project design with your guide before the start of your project and also again if necessary at the writing stage and finally at the stage of editing the final report. You should show him the draft project report before it is finalized for submission.

Eligible Project Guide

- Faculty (From the University / Degree College) / Course Coordinator/ Academic Consultant / Counselor having relevant teaching experience.
- Professionals holding Masters' degree in the respective field or allied disciplines having a minimum of 5 years of experience in the relevant area.
- If a student is taking the help of a Teacher / Professional apart from the faculties engaged during the DDCE's PCP then the Teacher / Professional's bio-data is to be approved by the respective Course Coordinators. The bio-data should contain the academic career from 10th class onwards, teaching / work experience, area of specialization, Research publications and experience in guiding the project work.

PERFORMA OF THE PROJECTS:

COVER PAGE

- The cover page on the bound copy of the report should indicate.
- The title of the report. It would be short and written in capital letters. If necessary, it should be followed by an explanatory sub-title.
- The name of the student and enrolment number/ Exam roll no / year of examination.
- Name and designation of the faculty member/ Coordinator/ Academic Consultant who has guided you.

<p style="text-align: center;">PROJECT REPORT On “ <u>Topic Name</u> ”</p> <p style="text-align: center;">SUBMITTED TO THE DIRECTORATE OF DISTANCE & CONTINUING EDUCATION IN PARTIAL FULLFILLMENT OF THE DEGREE MASTER IN COMMERCE 2013-15</p> <p style="text-align: center;"><i>by</i></p> <p style="text-align: center;">Name: Enrollment No.....</p> <p style="text-align: center;">Under the Guidance of Name of Internal Guide / External Guide <i>Designation Designation</i></p> <p style="text-align: center;">DIRECTORATE OF DISTANCE & CONTINUING EDUCATION UTKAL UNIVERSITY. Vanivihar Bhubaneswar</p>

Certificate of the Guide/ Supervisor (Format)

<p>Mentor / Guide Name : Designation :</p> <p>This is to certify that the project report entitled “_____” has been prepared by Ms./Mr._____ under my supervision and guidance, for the fulfillment of M.Com. His/her field work is satisfactory.</p> <p>Signature of Guide Date:</p>

Certificate of the Course Coordinator/ Academic consultant form DDCE (Format)

Coordinator/ Academic consultant Name :

Designation :

This is to certify that the project report entitled “_____” has been prepared by Ms./Mr. _____ under the guidance of Dr./Sri/Mr./Ms. _____, for the fulfillment of **M.Com.** His/her field work is satisfactory.

Signature

Date:

ACKNOWLEDGEMENT

The student should acknowledge the help received from Supervisor, other teachers, Libraries and any other organizations/ source/ person. One may also acknowledge assistance from family members, friends and others. The student has to sign and note the Enrollment No. at the end of the acknowledgement.

DECLARATION (Format)

I do hereby declare that this project work entitled “_____” submitted by me for the partial fulfillment of the requirement for the award of **M.Com** is a record of my own research work. The report embodies the finding based on my study and observation and has not been submitted earlier for the award of any degree or diploma to any Institute or University.

Signature of the student

Roll No:

TABLE OF CONTENTS:

Also called INDEX, the table should provide the title of all chapters (with page numbers) major subdivisions and appendices. The table should also indicate the commencing page numbers of the preface, the bibliography appendices and annexure.

MAIN REPORT:

You main report should follow the chapter scheme you had indicated in your synopsis. Generally the sequential presentation should be as follows:-

Chapter-I: Introduction of the problem: this chapter should provide a background of the problem and what is proposed to be investigated. The significance of the problem, the objective and the scope of the study and the contribution and impact your study will make should be elaborated. A brief description of the organization where you have conducted the project should be provided.

Chapter-II: Theoretical Perspective: This chapter should give an overview of the theoretical concepts related to the problem under study. You should refer to the current status of research

in the area and major finding thereof. These should bring out the necessity for a study of the kind you have undertaken and the approach you intend to follow.

Chapter-III: Methodology: This chapter should describe in detail the steps followed in completing the study. If you have done a sample survey, the basis of sampling its size etc. should be discussed. The sources of primary and secondary data must be stated and the way you have processed the data should be elaborated.

Chapter-IV, V, VI Onwards: Presentation of the relevant data and analysis and discussion thereon from the main body of the report. After you defined the problem-Clearly and definitely, before you start the report, decide on the main theme of your report; which of the findings are significant, which are peripheral? Develop your argument logically to build your theme, presenting data wherever necessary. Decide the distribution and the number of chapter required; keep appropriate balance in the size of the chapter, and avoid uneven coverage. Only include those parts of a table in the chapter which are relevant to the arguments, the details can be in the appendix. Spend more time on the central issues, giving them importance, clarity and emphasis. All issues if treated in the same manner will dilute a report.

Appendices and Annexure: Appendices are listed alphabetically e.g Appendix A Appendix B etc. and contain the table and data collection for the study .They are not included in the main chapters but referred to in the discussion and interpretations. Appendices are placed after the last chapter on summary conclusions.

Annexure are numbered numerical e.g., Annexure II etc. and contain such supporting information which through not collected as primary and secondary data, yet is relevant in discussion and for easy reference.

List of references: references can be mentioned either at the bottom of the appropriate page where these are referred or at the end or each chapter. If this has not been done, a third alternative is to list them at the end of the report immediately after the appendices / Annexure.

Bibliography: A bibliography is a list of published sources consulted during the course of project work and normally includes all work listed in the text and text notes. The bibliography can be listed in alphabetical order or split into two separate list each covering books and articles.

Suggested dissertation & writing of Essays for 4th Semester Students of M.Com

Finance and Accounts	General Commerce Subjects
<ol style="list-style-type: none"> 1. A study on the need for Technical tools for security analysis: A case study. 2. An Empirical study on Cost Control & Cost Reduction of manufacturing sector: A selected company. 3. A study on current reporting practices in India. 4. A study on Triple bottom line concept: key for sustainability reporting practices. 5. A study on corporate environmental reporting standard: A case study. 6. A study on CSR: An integrated approach for Sustainable development. 7. A project report on environmental accounting: will it be reality? 8. A study on the impact of financial incentive for 	<ol style="list-style-type: none"> 1. A study on Business failure in India: an analysis. 2. A study on the Role of small-scale enterprise in Industrial development 3. A study on Styles of management in India. 4. A study on the impact of Management techniques in public sector undertakings 5. A study on Corporate Strategy to overcome the market forces. 6. The role of Just in Time Management in production sector. 7. An empirical study on impact of Business & the role of Government 8. A study on Social Responsibilities of management with special reference to

<p>small industries.</p> <ol style="list-style-type: none"> 9. A study on Project Appraisal & Finance of corporate sector. 10. Analysis of Financial ratios of selected public sector Undertakings. 11. The factors responsible for Determination of share price in stock Market. 12. A Comparative study on Financial Statement Analysis. 13. The role of Share Market in economic growth of a nation. 14. A study on ABC Analysis of infrastructure sector 15. A study on Fundamental Analysis of company with special reference to portfolio management. 16. A report on NPA management in commercial Banks: A case study. 17. A project report on Investors' Awareness regarding Demat Account. 18. A study on customer oriented Awareness of Insurance product. 19. A comparative study on NAV calculation of Mutual Funds & Centralized Insurance Products. 20. An empirical study on Performance analysis of Mutual fund. 21. A study on Relevance of factor analysis in Stock exchange. 22. The role new age banking for sustainable development. 23. A study on the role of financial incentive for revival small industries. 	<p>business organization.</p> <ol style="list-style-type: none"> 9. A study on the impact of Business policies to accomplish the goal of an organization. 10. A study on Public Utility Services: A case study. 11. A study on developing data bank on technologies in selected Industries in India. 12. A study on Role of public undertakings in the development of nation. 13. A study on PMRY Programme to eradicate employability problem among youth in India 14. A study on the role of Public Sector Enterprises in India for economic growth. 15. A study on Marketing channel decisions of retail sector in India. 16. A study on the role of Retail Management in FMCG sector. 17. A study on the Role of IT in Marketing: A comparative study.
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HR MANAGEMENT	MARKETING MANAGEMENT
<ol style="list-style-type: none"> 1. A study on the impact of Worker's participation in management. 2. A study on Training and Development procedures on Indian corporate. 3. The role of Trade Union Movement in India in relation to industrial growth. 4. A study on Collective Bargaining in marketing management system. 5. A study on Performance Appraisal system: A case study. 6. A study on Motivating employees towards sustainable development of an organization. 7. A study on the impact of Discipline in the Industrial sector. 8. A study on Wage Incentives in HRM in India. 9. A study on the role of Personnel Management and Practices in India. 10. A study on Industrial conflict: Boon or Bane. 11. A study on Welfare activities in Industries in India: A case study. 	<ol style="list-style-type: none"> 1. A study on the role of Marketing cost in India: A case study 2. A study on the impact of Distribution costs in the Indian economy. 3. A study on motivating sales man for achievement of target in FMCG sector. 4. A study on the role of Consumer's Production Group; their reference to the Indian marketing scene. 5. A study on Cost-benefit analysis of Newspaper advertising for Consumer goods: Alternative promotional choice open to the small marketer. 6. A study on a critique on the advantages of the national marketing Strategy for a product of your choice vis-à-vis. Regional marketing. 7. A study on Dealer network for consumer durables: A case study. 8. A study on the impact of Development of a

<ul style="list-style-type: none"> 12. A study on the impact of Industrial Relations in India with special reference to economic growth. 13. A study on Leadership style in Indian corporate. 14. A study on the impact of Human Relations in Managerial Function. 15. A study on the role of Communication in HRM in India. 16. A comparative study on Business & Labour Laws in India. 17. A study on the impact of Absenteeism in personnel management. 18. A study on the impact of Strikes & Lock outs in industrial sector in India. 19. A study on the impact of Transfer and promotional policies on Indian corporate. 20. A study on the role of Manpower planning in an organization. 21. A study on Grievance handling: A case study. 22. A study on Employees' participation for overall development of the organization. 23. A study on the impact of Employees Turnover in IT sector. 24. A study on the role of IR climate in Indian states. 25. A study on Organizational culture: A case study. 26. A study on HRD systems / Climate in India: A case study. 27. A study on Potential Appraisal: A case study. 28. A study on Performance Appraisal: A case study. 29. A study on Employees Efficiency: A case study. 30. Organizational changes & Re-structuring: An empirical study. 31. Job Satisfaction: A comparative study. 	<ul style="list-style-type: none"> Distribution Model for medium size firm. 9. A study on Field force management: a case study. 10. A study on an analysis of Marketing of computer stationary in India: 11. A study on Point's preserver of national Assets marketing: A view point. 12. A study on the Role of small-scale Industries growth: performance and prospects. 13. A study on Marketing of Anodized name plates: A case study. 14. A study on Consumer attraction and marketing of colorful flooring tiles & wall-Covering: A case study. 15. A study on Market survey for PVC floor: An analytical study. 16. A study on Servicing of Automobiles in India: A comparative study. 17. A study on marketing of Electronics materials & Components in India. 18. An empirical study on Marketing Problems faced by the small scale Industry in India. 19. A study on Marketing of Fertilizer by Cooperatives: A case study. 20. A study on Marketing of Cement with Special Reference to Cement Corporation of India. 21. A study on measuring the efficiency of advertising in marketing system in India. 22. A study on Different aspects of consumers Behavior: A case study. 23. An analytical study on Measuring Brand equity. 24. A study on Marketing & Management of Information services in India. 25. A study on Marketing of Pharmaceutical Products in India. 26. A study on Introduction of a new product in the market in India. 27. A study on Setting up a small scale Television Assembly Unit in India. 28. A study on Marketing Problems and Prospects of Indian Tractor Industry. 29. A study on Market Survey on GLS Lamps. 30. A study on Problems and prospects of Indian Pharmaceuticals Industry. 31. A study on Marketing cost of silk in India.
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