

Check out this comprehensive collection of MBA Summer Project Titles

1. Product strategies of private life insurance companies
2. A study on "why companies should go for outsourcing"
3. Effectiveness of advertising on real estate sector
4. Study on consumer expectations and perceptions towards consumer loans
5. Workers attrition rate at hotel industry is increasing. Study regarding this issue
6. Attrition rates at different sectors
7. Effectiveness and scope of employee referrals in the process of talent sourcing
8. Study of training needs across different industries
9. Study on creation of luxury brand
10. Strategies used to build successful Internet based customer services
11. Measuring the effectiveness of retail banking of a nationalized bank compared to a MNC
12. Conspicuous consumption
13. Study of awareness and acceptability of UPVC windows and door systems
14. Opportunities of Financing the NANO's in (any City)
15. Changing trends in FMCG industry in India
16. A study of best HR practices in service industry
17. Fundamental analysis of Indian telecom companies
18. Study of consumer behavior in automobile industry y
19. Customer buying behavior towards insurance products
20. Promotion strategies followed in Insurance sector
21. Study on changing consumer preference towards organized retailing from un-organized retailing.
22. Study on "impact of advertising in B2B marketing"
23. Distribution network & general insurance industry
24. A study on distribution channels in aluminum industry
25. Study on strategies for promoting retailers' brands
26. Study of operations & marketing of chemical goods in SSI
27. The impact of tax on electronic goods & products (industrial marketing)
28. Merchandising key account management in apparel exports
29. Effect of marketing in mobilization in BPO segment
30. Marketing in FMCG sector
31. E- marketing of financial services: Relationship approach
32. Understanding cross cultural literacy in international business
33. The study of operations & marketing of Indian Pharmaceutical industry
34. Impact of promotional activities at mall on consumer's behavior at shopping malls
35. A study on Indian pharmaceutical industry
36. Managing of luxury brands
37. Viability of Micro Insurance in Indian scenario
38. Performance evaluation of initial public offers in India
39. Process of underwriting and valuation of life insurance

40. Risk management in foreign exchange
41. Asset liabilities management in Indian banks
42. Portfolio construction using fundamental analysis
43. Portfolio management and how it has helped increase effective investment
44. Investment banking (Fin) (retail banking in India)
45. Risk management in Indian banks
46. A comparative analysis towards restructuring of the shared services unit of EMC2
47. ERP implementation strategies (systems)
48. Measurement of financial efficiency
49. Fundamental analysis of financial sector
50. Fundamental analysis of insurance sector
51. Study on human resource costing
52. Asset liability management of life insurance companies
53. Basel - II
54. Recruitments
55. Analysis of attrition in IT and ITES sector
56. Work-life balance in IT sector
57. Incidence of illegitimate power & its impact on effectiveness of odd initiatives
58. Implementation & effectiveness of competence management
59. People issues in mergers and acquisitions
60. Performance management
61. Best practices in the field of HR
62. Study of the online music industry, w.r.t. marketing in the Indian context
63. Future and business potential of gaming industry in India
64. Job design model of motivation
65. Role of emotional satisfaction in service encounters - retail sector
66. Study on factors influencing adaptability & usability of consumer electronics
67. Future of consumer durables pertaining to standard brands & own brands of retailer like (next, bigbazar)
68. Study of consumer behavior related to different soap brands in Bangalore
69. Impact of small car segment on two-wheeler industry
70. Influence of branding on consumer purchasing behavior
71. Analysis of factors influencing in selection of mobile service providers in NCR
72. Impact of NANO on two wheeler industry
73. Study and analysis of market potential of PVC windows and doors
74. Mobile banking
75. Consolidation & mergers in banks of India
76. Credit appraisal process in banks
77. Consumer behavior towards public sector and private sector banks
78. A study of efficiency in banks
79. Analysis of sales promotions ability to prompt brand

80. A study on the consumer electronics industry in India
81. Measuring effectiveness of display system for chocolate in retail
82. Choosing retail locations for shopping in India (retail industry)
83. Study on "impact of web 2.0 technologies on B2B marketing"
84. Fundamental analysis of printing sector
85. Integrated marketing communications (IMC)
86. Analysis of the role of outdoor advertising and establishing strategies for managing space Media
87. Consumer perception of M-Commerce
88. A study of customer perception of service quality dimension in insurance industry
89. Factors affecting real estate markets in Bangalore
90. Study on medical tourism and growth of health care sector
91. Innovations in marketing in electronic and IT companies
92. Perceptual mapping of two-wheeler industry
93. Study on perception of customers on mutual fund advertisement
94. Impact of IT/ITES growth on real estate industry
95. Customer perception of online purchases in Bangalore
96. The future of business intelligence & win loss analytics
97. The study of customer service in retail sector - an IT perspective
98. Contribution of IT sector (SAP)
99. Logistics & Risk management
100. An analysis of external Commercial Borrowing of corporates
101. Analytical study on the volatility of securities traded on BSE sensex
102. Study on private equity investment by investment banking industry
103. A comprehensive study on REITs (Real Estate Investment Trusts) & their impact on Indian capital markets
104. Valuation to determine the fair value of a stock
105. Comparative study of FDIs and FIIs in the Indian context
106. Risk management through derivatives
107. Investors decision making pattern for life insurance products (designing of policies accordingly)
108. A study on transaction costing in project appraisal and loan processing
110. Competency of middle level managers& designing the training programs with special ref. to banking sectors
109. Valuation of carbon credits
110. Competency of middle level managers& designing the training programs with special ref. to banking sectors
111. Fundamental analysis on real estate sector
112. Financing in SME sector
113. Wealth management
114. Risk management in banking
115. Portfolio Construction of Debt & Equity
116. A study to understand the training and development practices followed in it – IT Industry"
117. Impact of customer relationship management (CRM) on communication industry"
118. Customer perception of online purchases.

119. A study on 'ready to eat' food industry and comparative analysis of 'ready to eat' food products of ITC foods and MTR foods
120. Sustainability of shipping business in India - an analysis"
121. Importance of public relations in mining industry
122. Credit appraisal and risk analysis at banks
123. A study of employee perceptions about the effectiveness of the measures adapted by it companies with respect to work-life balance
124. Analysis of framework for launching and building luxury brands in automobile industry"
125. A study on assessing the factors leading to the purchase of bikes and comparative analysis of urban and semi urban buying behavior
126. Feasibility of investment in stock broking firms"
127. A study on e-marketing of financial services: relationship approach
128. Consumer's perception towards branded jewellery" - a study
129. Assessing the potentials of insurance portfolio at different stages of life e"
130. A study on impact of web 2.0 technologies on b2b marketing"
131. Importance of insurance to consumers
132. A study on the measurement of financial efficiency in financial services sector"
133. Understanding the cross cultural needs of mnc bpo's in India
134. The study of customer perceptions towards ayurvedic health spas"
135. Investors decision making pattern for life insurance products"
136. A study on the perceptual mapping of four wheeler brands"
137. A study on factors influencing adaptability & usability of consumer electronics"
138. A comparative study towards restructuring of the shared services unit of emc2 performance - a study
139. Valuation of issue prices of Indian ipos and the impact of mis-valuation on its
140. Potential for private equity investments by investment banks" - a study
141. An analysis of agri-retailing and its reputation among farmers in karnataka"
142. An analysis of possible strategies for successful internet based customer services"
143. Measuring effectiveness of display system for chocolate in retail
144. Identifying the criteria for hr outsourcing and its application in it sector"
145. Impact of promotional activities on consumer's behavior at retail outlets"
146. A study of transaction costing in project appraisal and loan processing in banks and financial institutions
147. Analyzing the scope of advertising in real estate sector in India
148. A study on best hr practices in the it and its industry"
149. Cross cultural training for software professionals"
150. A study on fundamental analysis of non banking financial companies"
151. A study on mobile banking in Indian banking industry"
152. Performance evaluation of mutual funds in India and its awareness among the investors
153. The relationship between the price and the demand for aluminium products
154. A study on fundamental analysis of life insurance sector
155. Present and future potential of users generated content and its role in on-line advertising"
156. A study on customer satisfaction in banking sector

157. Customer perception towards multi-specialty hospitals in (City)
158. A study on economic value added (eva) of Indian companies and its impact on investor decision making"
159. A study on the perceptual mapping of two-wheeler industry
160. A study on risk management using derivatives“
161. Investors' perception about investment in real estate investment trusts" - a study
162. Retail outlet mapping of retail stores and shopping malls
163. Impact of buying factors on the sales of chemical goods"
164. A study on the perception of the potential customers towards electric cars"
165. A study of consumer behavior towards life insurance products in _____
166. A study of talent acquisition management in apparel industry"
167. A comparative study between digital printing and offset printing
168. Analysis of the effectiveness of branding on luxury products
169. A study of implementation & effectiveness of competence management
170. A study on changing importance of various media vehicles of advertising"
171. A study of hr costing as a function of the costs of various hr functions”
172. Study of factors which influence the location of retail outlet"
173. A comparative study on customer’s perception towards credit cards offered by nationalized banks and mink banks
174. A study on the effectiveness of using banks as a channel for selling life insurance products
175. A study on cross sales of sequentially ordered products in the consumer banking industry”
176. Assessment of performance of public sector banks under camel’s framework"
177. A study of buyer behavior towards after-sales-service of electronic products”
178. Impact of bank mergers on performance of banks-a study”
179. Study on software as a service (seas) application"
180. Effect of big box retail chains on small business"
181. Measuring the quality of service in the financial services sector with respect to car financing
182. An analysis of mergers and acquisitions in the Indian banking industry"
183. Asset liabilities management in Indian banks
184. A market study of onida home appliances in comparison with other brands in _____
185. An analysis of consumer behavior in upgrading to conspicuous goods in branded apparels
186. Portfolio construction using fundamental analysis
187. Study of consumer behavior related to different bathing soap brands in _____
188. A study on the hr issues in mergers and acquisitions in the banking sector"
189. A feasibility study on the consumer’s perception towards electronic moving messages” – (outdoor media advertising industry)
190. Customer perception towards foreign retailers entering India”
191. Comparative study of two quantitative models used in portfolio management"
192. A study on future potential of gaming industry in India"
193. Valuation of carbon credits
194. Growth potential of power sector in India-a study”
195. Portfolio construction of debt & equity
196. A study on consumer’s perception on micro insurance schemes

197. The factors affecting and enhancing the brand equity of multinational corporations in India"

198. Study on the management of surplus funds in banks"

199. A study on consumer perception towards service quality of internet banking"

200. Analyzing the problems of attrition in _____ hotels"

201. Impact of small car introduction on two wheeler industry"

Marketing & International Business Specialization -

- 1) New Product Development Study
- 2) Brand Positioning Strategies
- 3) Brand Leveraging Strategies
- 4) Study of Distribution Channel & its effectiveness.
- 5) Study of Product Mix of a Company
- 6) Market Share and Market Potential Analysis
- 7) Analysis of Promotional Strategies of a Company
- 8) Sales Forecasting & Trend Analysis
- 9) Study of Marketing Strategies of a Company
- 10) Study of Customer satisfaction
- 11) Study of Effectiveness of a Advertising Campaign
- 12) Study of Sales Promotion methods in FMCG
- 13) Study of Consumer Behavior
- 14) Study of Market Potential for a Product
- 15) Comparison of Insurance Policies / Mutual Funds/ Investment Portfolio
- 16) Image makeover(Repositioning strategy) study of a Company
- 17) Study of Customer Satisfaction Index
- 18) Marketing strategies of Financial Products
- 19) Study of Market feasibility for introducing a new product.
- 20) Export Potential study for a Product
- 21) Study of Forex Market
- 22) Marketing Strategies of Pharmaceutical Products
- 23) Study of Competition & profitability for a product in a market
- 24) International Market Entry Strategies for a product in a market
- 25) Study of Cultural diversity and market potential for a product in foreign market.
- 26) Study of promotional schemes by Govt. for Exporters
- 27) Study of Marketing of Foods/ Beverages in International Markets.
- 28) Study of feasibility for importing raw materials /goods.
- 29) Study of licensing and testing procedures for exports in a country
- 30) Study of Distribution strategies in international markets

GUIDELINES FOR THE PREPARATION OF PROJECT REPORT

- 1) The students should submit two copies of their project report black rexin hard bound golden embossed to the institute on or before 31st of August
- 2) The matter should be typed on A-4 size paper with Times New Roman font of size 12 points, with a spacing of 1.5 pts, between the lines.
- 3) A margin of 1.5' at the left and 1.0' to the right should be kept. A margin of 1.0' at the top and bottom should be kept
- 4) No headers and footers should be used
- 5) The matter should be printed in black ink only. Color ink for graphs and charts can be used
- 6) The report should be printed on plain white paper. No company stationery should be used. Logo, brands of the company etc should not be displayed in the report.
- 7) Each chapter should begin on a new page
- 8) The pages should be numbered at the middle of the bottom page
- 9) The index should contain the name of the chapter and the page number
- 10) Projects not adhering to the guidelines will not be accepted

Project Title

Certificate

- a) College Certificate
- b) Company Certificate

Declaration

Acknowledgement

Contents

List of the Table

List of the graph

Chapter 1) Introduction –

- 1.1. Executive summary.
- 1.2. Meaning/Definition.
- 1.3. Importance of study.
- 1.4. Research objective.
- 1.5. Scope of study.
- 1.6. Research methodology.
- 1.7. Methods of data collection.
- 1.8. Limitation.
- 1.9. Summary.

Chapter 2) Company profile –

- 2.1. Introduction of company.
- 2.2. Historical development.
- 2.3. Vision, mission, & objective of the company.
- 2.4. Product information.
- 2.5. Financial position of company.

Chapter 3) Data analysis –

- 3.1. Data presentation.
- 3.2. Introduction (data analysis process)
- 3.3. Data analysis.
- 3.4. Conclusion.

Chapter 4) Comparative analysis –

- 4.1. Chronology Comparative analysis.
- 4.2. Industry Comparative analysis.

Chapter 5) 5.1 Finding, 5.2 Suggestion, 5.3 Recommendation,
5.4 Conclusion, 5.5 bibliographies & 5.6 Appendix/Annexure

Standard format of Bibliography :- (for example) (APA Style)

Book

Author surname first (year of publication), Name of publisher, page nos.

Journal Article

Author surname first (Year of publication), Name of publisher, page nos

Electronic Journal Article From a Database

Author surname first (year of publication), Name of publisher, page nos, Name of database

Electronic Journal Article (print version)

Author surname first (year of publication), Name of publisher, page nos

Website

www._____

TITLE PAGE

**A Project Report
On
"Title of the project"
at / for
"Name of the organisation"**

**By
"Name of the Student"
(Only name, do not mention qualifications)**

**Under the guidance of
"Name of the faculty"**

**Submitted to
"University of Pune"**

**In partial fulfillment of the requirement for the award of the degree of
Master of Business Administration (MBA)**

Through

**Padmashri Dr Vithalrao Vikhe Patil Foundation's
Institute of Business Management & Rural Development,
Ahmednagar-414111.**

(Year_____)