TILAK MAHARASHTRA VIDYAPEETH

Declared as Deemed to be University Under Section 3 of UGC Act 1956
Reaccredited by NAAC with 'B++' Grade
ISO 21001 : 2018 Certified

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Project Guidance Guidelines for M.Com Students as per UGC Norms

The University Grants Commission (UGC) provides comprehensive guidelines to ensure that the M.Com (Master of Commerce) students undertake a well-structured and academically rigorous project. Below are the key points based on UGC norms for M.Com students working on their project:

1. Objective of the Project

- ➢ The project should aim to apply theoretical knowledge in real-world scenarios.
- ➢ It should help students develop research and analytical skills.
- ➢ The project should focus on solving specific problems faced by businesses, organizations, or sectors, and provide actionable solutions.

2. Areas of Research/Project

Students can choose their project topics from various areas, including:

- ➢ Marketing
- ➢ Banking and Finance
- ➢ Advanced Accountancy
- ➢ Costing & Accounting

The project should address a contemporary issue, problem, or challenge faced by businesses in these areas.

3. Scope of the Project

- ➢ The project must be of an applied nature and should not just be a theoretical study.
- ➢ Students should conduct primary research, secondary research, or both, depending on the scope of the project.
- ➢ Data collection, analysis, and interpretation should be a major component of the project.
- ➢ Students must use appropriate methodologies, tools, and techniques based on their chosen topic.

4. Research Methodology

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Students should choose a suitable research design and methodology:

- ➢ Primary Data Collection: Through surveys, interviews, observations, etc.
- ➢ Secondary Data Collection: Using sources such as books, articles, journals, annual reports, etc.
- ➢ Students must clearly explain their research design, sampling techniques, data collection methods, and analysis procedures.
- ➢ Appropriate statistical tools or software (like SPSS, Excel, etc.) may be used for data analysis.

5. Project Structure and Format

The project report should follow the standard structure as per UGC norms:

- ➢ Title Page: Include the title of the project, student's name, roll number, course, academic year, and guide's name.
- ➢ Certificate of Approval: Issued by the supervising faculty or guide.
- ➢ Acknowledgements: Thanking those who contributed to the completion of the project.
- ➢ Table of Contents: Listing chapters, sub-chapters, and appendices.
- ➢ List of Figures/Tables: If applicable.
- ➢ Abstract: A brief summary of the project, objectives, methodology, findings, and conclusions.
- ➢ Introduction:
- ➢ Context and background of the problem or issue.
- ➢ Rationale for choosing the topic.
- ➢ Research objectives and hypotheses.
- ➢ Scope and limitations of the project.
- ➢ Literature Review:
- ➢ Review of existing studies, books, and articles related to the topic.
- ➢ A critical evaluation of previous research.
- ➢ Research Methodology:
- ➢ Details of data collection, research design, sample size, and tools used.
- ➢ Justification for choosing the methodology.
- ➢ Data Analysis and Interpretation:
- ➢ Presentation and analysis of collected data.
- ➢ Graphs, tables, and charts to support the findings.
- ➢ Findings and Discussions:

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- ➢ Key results and their interpretation.
- ➢ Addressing the research questions or hypotheses.
- ➢ Conclusion:
- ➢ Summary of findings and their implications.
- ➢ Recommendations for organizations or policymakers.
- ➢ References/Bibliography:
- ➢ List of all books, journals, articles, and sources referenced in the project.
- ➢ Follow a recognized citation style like APA, MLA, or Harvard.
- ➢ Appendices (if applicable):
- ➢ Any supplementary material such as questionnaires, interview transcripts, or additional data.

6. Role of the Research Guide

The faculty supervisor plays a crucial role in guiding the student throughout the project.

- ➢ Supervisors should assist students in refining the project topic, formulating research questions, and designing the methodology.
- ➢ Regular meetings between the supervisor and student are recommended to track progress.
- ➢ Supervisors should ensure that the project is academically rigorous and aligns with UGC norms.
- ➢ The supervisor should evaluate the final project based on set criteria, including the quality of research, analysis, and presentation.

7. Evaluation Criteria –

F.1-1/2018 (Policy) – UGC Project Evaluation Guidelines

The project is typically evaluated on the following basis:

- ➢ Research Quality: Depth of research, clarity of objectives, and relevance of the methodology.
- ➢ Data Collection and Analysis: Use of appropriate data sources, analysis techniques, and logical interpretation of findings.
- ➢ Originality and Creativity: Innovative approaches and problem-solving skills.
- ➢ Clarity of Presentation: Logical flow, coherence, and clarity of writing.
- ➢ Contributions to Knowledge: Relevance and impact of the findings for the business sector or society.

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➢ Adherence to Guidelines: Proper structure, formatting, and citation of sources.
➢ The final assessment usually involves both internal (supervisor-based) and external evaluation.

8. Submission Deadlines

➢ The project report must be submitted by the stipulated deadline, usually towards the end of the academic year or as specified by the university.
➢ Late submissions may not be accepted or may face penalties, depending on university policy.

9. Plagiarism and Academic Integrity

(Notification Number: F.1-1/2016 (D.O. No. 8-2/2017))

➢ The project must be original work, with all references properly cited.
➢ The university often uses plagiarism detection software to verify the authenticity of the work.
➢ Students should follow academic integrity standards, ensuring that all sources are cited, and any ideas or data not their own are acknowledged.

10. Presentation and Viva-Voce

➢ After submission, students are usually required to present their project findings to a panel of examiners in a viva-voce.
➢ The viva-voce is an oral examination where the student discusses their research, findings, and methodologies.
➢ Students should be well-prepared to answer questions related to the project and justify their findings and conclusions.

The M.Com project provides students with an excellent opportunity to apply theoretical knowledge to practical business problems. By adhering to UGC guidelines, students ensure that their projects are academically rigorous and meaningful. It's essential for students to be diligent, proactive, and organized while working on their projects, as this experience will contribute significantly to their professional and academic growth.