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## PROJECT TITLES MBA- PROJECTS

FOR -Marketing, HR, Finance, International Business (IB) Management, Supply Chain Management, Agriculture Business Management and Health Care Management, Information Technology,

**PROJECTCODE**

**PROJECT TITLES**

### TOPICS FOR PROJECT

#### WORK IN FINANCE & MANAGEMENT ACCOUNTING

VIKATMBA001	Responsibility Accounting
VIKATMBA002	Key Performance Indicators of Supply Chain Retail
VIKATMBA003	Foreign Direct Investment
VIKATMBA004	Financial Planning and Forecasting
VIKATMBA005	Financial Instruments
VIKATMBA006	Impact of Macroeconomic Factors On Money Supply
VIKATMBA007	Competitive Analysis of Depository Service Provider
VIKATMBA008	Comparison of Initial Public Offer in Infrastructure Sector
VIKATMBA009	Comparison between Investment in Equity and Mutual Fund
VIKATMBA010	How to Plan Invest In Insurance Sector And Tax Planning
VIKATMBA011	External Debt Management
VIKATMBA012	Export Marketing Entry Strategy
VIKATMBA013	Equity Analysis of Banks

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- VIKATMBA014 Emergence of Initial Public Offers as an Investment Avenue
- VIKATMBA015 The Effect of Changes in Credit Ratings on Equity Returns
- VIKATMBA016 The Effect of Bond Rating Changes on Stock Prices
- VIKATMBA017 Merchant Banking in India
- VIKATMBA018 Load Testing of Loan Search
- VIKATMBA019 Investment Opportunity in Stock Market with Special Focus on Oil Sector
- VIKATMBA020 Inventory Management and Budgetary Control System
- VIKATMBA021 International Financial Reporting Standards
- VIKATMBA022 In-Depth Study of Housing Finance Sector
- VIKATMBA023 Impact of Macroeconomic Factors On Money Supply
- VIKATMBA024 Currency Derivatives
- VIKATMBA025 Descriptive Qualitative Approach towards the Financing Needs of Indian Telecom Sector
- VIKATMBA026 Derivatives
- VIKATMBA027 Demanding Account
- VIKATMBA028 Customer Profitability
- VIKATMBA029 Currency Derivative Business Perspective
- VIKATMBA030 Credit Appraisal Process in SME Sector of State Bank of India

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- VIKATMBA031 Credit Analysis of Personal Loan
- VIKATMBA032 Creating and Measuring Shareholder Value
- VIKATMBA033 Corporate Governance
- VIKATMBA034 Comparative Analysis of NPA of Public Sector Banks, Private Sector Banks and Foreign Banks
- VIKATMBA035 Comparative Study on ULIPS in the Indian Insurance Market
- VIKATMBA036 Comparative Evaluation Strategies in Mergers and Acquisitions
- VIKATMBA037 Cash Management
- VIKATMBA038 Working Capital Management
- VIKATMBA039 Analysis of Financial Statements of XYZ Company
- VIKATMBA040 Alternate Revenue Sources for the Bank
- VIKATMBA041 Accounting Implication on Foreign Currency Transaction
- VIKATMBA042 Global Economic Crises

### TOPICS FOR PROJECT WORK IN MARKETING

- VIKATMBA043 Emerging trends in retailing
- VIKATMBA044 Effective brand management
- VIKATMBA045 Reasons for brand failure

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- VIKATMBA046 Analysis of sales promotion and advertising strategies
- VIKATMBA047 Psychology of Indian consumer
- VIKATMBA048 Survey on Consumer Choices of different brands of two-wheelers in ..... City
- VIKATMBA049 Market Potential for Logistics Business in ..... City
- VIKATMBA050 Brand Equity in select FMGC products in ..... City
- VIKATMBA051 Service Quality and Consumer satisfaction of Maruti Service Centers
- VIKATMBA052 A Study on Marketing Strategies of HLL in South India (A Case Study)
- VIKATMBA053 Impulse Buying Behavior of Customers in .....City
- VIKATMBA054 Customer Satisfaction Survey
- VIKATMBA055 Consumer Perception Survey
- VIKATMBA056 Service Quality Study
- VIKATMBA057 Improving service quality using service blueprinting
- VIKATMBA058 Study on effectiveness of employee's role in service delivery
- VIKATMBA059 Effectiveness of channels of distribution in service delivery
- VIKATMBA060 Effectiveness of channels (on-line / Internet) in service delivery
- VIKATMBA061 Customer Data Analysis

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- VIKATMBA062 Study of Advertising effectiveness
- VIKATMBA063 Effectiveness of promotion schemes
- VIKATMBA064 Measurement of Brand awareness and brand perception
- VIKATMBA065 Study of Customer Loyalty
- VIKATMBA066 Study of Purchase Influencing Factors

### TOPICS FOR PROJECT WORK IN CRM

- VIKATMBA067 Study of CRM practices for a whole seller / dealers.
- VIKATMBA068 CRM plan in electronic shop/Bank/Hotel/Retail Outlet.
- VIKATMBA069 Analysis of Scope for strengthening a CRM program in Organisations
- VIKATMBA070 The CRM system in an organization – a detailed analysis.
- VIKATMBA071 Role of IT in CRM practices of an organisation
- VIKATMBA072 Effectiveness of CRM measures of an manufacturing / service organisation
- VIKATMBA073 Customer Retention Strategies in a manufacturing / service organisation
- VIKATMBA074 Study /Analysis of CRM failure in an organization
- VIKATMBA075 A study of Customer Satisfaction and Customer Delight in XYZ organisation

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- VIKATMBA076 Data Mining tools in CRM
- VIKATMBA077 Role of Regain Management in CRM
- VIKATMBA078 Marketing Automation
- VIKATMBA079 Collaborative CRM
- VIKATMBA080 Analytical CRM
- VIKATMBA081 Operational CRM
- VIKATMBA082 Architecture Of CRM
- TOPICS FOR  
PROJECT WORK IN HRM**
- VIKATMBA083 Knowledge / Talent Management in Indian Organizations
- VIKATMBA084 Enterprise Resource Planning in Relation to HRIS
- VIKATMBA085 Competence Mapping and Benchmarking
- VIKATMBA086 Managing Global Work-Force
- VIKATMBA087 Motivational Theories and Employees Job Satisfaction
- VIKATMBA088 Human Resource Management (Manufacturing / Service / IT / ITES)
- VIKATMBA089 Application of Six Sigma in HR
- VIKATMBA090 Employee Potential Management in Knowledge Industry
- VIKATMBA091 HR Practices in IT & ITES Organizations

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- VIKATMBA092 Employee Promotional Model
- VIKATMBA093 Human Resource Information System
- VIKATMBA094 Knowledge Management for Growth
- VIKATMBA095 Managing Global Work-Force
- VIKATMBA096 Performance Management System
- VIKATMBA097 Recruitment and Selection
- VIKATMBA098 Training and Development
- VIKATMBA099 Compensation Management
- VIKATMBA100 SWOT Analysis of HRM in Indian/Global Industry/Sectors
- VIKATMBA101 Role of HR in TQM
- VIKATMBA102 Labor Laws, Labor Relations and Grievance Handling
- VIKATMBA103 Analysis of Balanced Score Card in Organizations
- VIKATMBA104 A Study of Employee Engagement Policies
- VIKATMBA105 An Analysis of Contractual Employment in Manufacturing / Service Industries
- VIKATMBA105 A Study of Present Scenario of Employee Relations in India
- VIKATMBA106 Role of Trade Unions in Collective Bargaining
- VIKATMBA107 Role of Leadership Development in Organization Effectiveness

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- VIKATMBA108 A Study of Performance Management System in XYZ organization
- VIKATMBA109 HR Policies and Practices in Developing Organizations
- VIKATMBA110 HR initiatives in breaking down cultural barriers in global organisations
- VIKATMBA111 Managing global workforce

### TOPICS FOR PROJECT WORK IN OPERATIONS

- VIKATMBA112 Study on Supply Chain Management
- VIKATMBA113 Study on Material Management
- VIKATMBA114 Study on Inventory Management
- VIKATMBA115 Study on Just in Time and its implementation
- VIKATMBA116 Study on Six Sigma and its implementation
- VIKATMBA117 Study on Lean Manufacturing and its implementation
- VIKATMBA118 Study on Logistics and Distribution Management
- VIKATMBA119 Study on Transportation Management
- VIKATMBA120 Study on Maintenance Management
- VIKATMBA121 Study on Operations Management

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- VIKATMBA122 Study on Productivity and Efficiency Management
- VIKATMBA123 Study on Quality Management and its practices
- VIKATMBA124 Study on Work Study and Method Study and its implementation
- VIKATMBA125 Study on Production Planning and Control and its implementation
- VIKATMBA126 Study on Project Management in Manufacturing/Operations
- VIKATMBA127 Study on Waste Management and its practices
- VIKATMBA128 Study and Implementation of 5-S
- VIKATMBA129 Study on Total Quality Management and its implementation
- VIKATMBA130 Study on Kaizen and its implementation
- VIKATMBA131 Study on Total Productive Maintenance and its implementation
- VIKATMBA132 Study on Technology Management in Operations
- VIKATMBA133 Study on Operation Strategy and its implementation

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