



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education
NOTICE FOR FIELD PROJECT
BACHELOR OF MANAGEMENT STUDIES, SEM. III, OCTOBER, 2026.

DATE: 08/08/2026

As per the University of Mumbai guidelines under NEP 2020, all undergraduate students of Second Year are required to complete a **Field Project (FP)** in Semester III. The project aims to integrate classroom learning with real-world socio-economic exposure.

Instructions:

1. Credits & Duration:

- FP carries **2 credits**.
- Minimum **2–3 field visits** are compulsory.

2. Interaction with Mentor:

- Students must meet their faculty guide at least **5 times** before the submission of his project to get guidance and discuss his project.
- Submission of this diary along with signature of his guide is **mandatory** along with the project. **If the guide does not sign the diary then the project will not be accepted.**
- **Format of Guide Interaction Diary is attached herewith.**

3. Report Format:

The Field Project Report must be:

- Typed on **A4 size**, Times New Roman, font size 12, 1.5 spacing on executive bond paper.
- Minimum **20 pages**.
- Spiral bound
- **Submitted separately by each student of the group**

4. Structure:

1. Title Page (Report title, student name, roll no., program, guide name, submission month and year)
2. Certificate (Institute & Mentor) (Attached herewith)
3. Student's Declaration (Attached herewith)
4. Acknowledgement (Attached herewith)
5. Abstract: A brief summary of the field visit, key observations, and main conclusions (200–300 words)
6. Table of Contents: Include headings and subheadings with page numbers
7. List of Figures & Tables: List all figures and tables included in the report with corresponding page numbers.
8. Chapters:
 1. Introduction (objectives, background information, scope)
 2. Literature Review
 3. Methodology
 4. Field Work Observations & Analysis (with photos/diagrams if needed)
 5. Conclusion & Recommendations
9. References (APA/MLA format)
10. Appendices (interviews, data, documents etc.)
11. **SUGGESTIVE LIST OF PROJECT TOPICS IS ATTACHED ALONG WITH THE NOTICE.**

Students must adhere strictly to the above instructions. Non-compliance may lead to rejection of the report.

5. Evaluation:

- **Internal (20 marks):** Attendance, interaction, and report quality.
- **External (30 marks):** Content, methodology, analysis, conclusion, report presentation, and viva.

Report submission date: SATURDAY, 26th September, 2026.

Dr. Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice- Principal (SFC)

Prof. (Dr.) Digambar N Ganjewar
Principal

The Project guide allocation is as per the list attached below:

Roll Nos	Project guide/ mentor
2001 to 2010(F)	Dr Sailee shringarpure
2100 to 2110(M) 2221 TO 2231 (HR)	Ms. Poonam Sharma
2111 TO 2113(M)	Ms. Mona sheth
2011 to 2025 (F)	Dr Sneha Hathi
2201 TO 2110(HR)	Mr. Vishwajeet Chaudhari
2111 TO 2220(HR)	Dr. Neha Chitlangiya

TOPICS ALLOCATED ARE AS FOLLOWS:

Name of the Topic - Finance

- 1 Financial Analysis & Reporting**
- 2 Investment Portfolio & Management**
- 3 Banking & Financial Services**
- 4 Financial Planning & Wealth Management**
- 5 Corporate Finance**
- 6 Stock Market & Trading**
- 7 Fin Tech & Digital Finance**
- 8 Risk Management**
- 9 Insurance & Financial Protection**
- 10 Budgeting & Cost Control**
- 11 Block chain Applications in Securities Trading**
- 12 Adoption of Digital Banking in Emerging Markets**
- 13 Financial literacy and Women entrepreneurs/ youth/ housewife**
- 14 Financial inclusion**
- 15 Financial policies of government**
- 16 CSR in Banking Sector**
- 17 Implementation of corporate governance norms under SEBI guidelines**
- 18 Governance practices in start-ups: Challenges and gaps**
- 19 ESG compliance in listed Indian companies**
- 20 Digital Banking & Neo-banks**
- 21 Financial services via mobile apps.**
- 22 Fraud Detection and Risk Management**
- 23 Algorithmic Trading & Investment Advice**
- 24 Blockchain and Distributed Ledger Technology**
- 25 Open Banking and Embedded Finance**

Name of the Topic - Marketing

- 1 Consumer Behaviour**
- 2 Digital Marketing**
- 3 Advertising & Sales Promotion**
- 4 Branding/ Brand Equity/ Brand Image/**
- 5 Social Marketing & Cause Marketing**
- 6 Customer Relationship Management**
- 7 Product & Pricing Strategies**
- 8 App -based Models / ICT Solutions for Rural Areas**
- 9 Visual Merchandising Audits**
- 10 Supply Chain Management**
- 11 Logistics Management**
- 12 Segmentation Strategies**
- 13 Marketing Mix Analysis**

- 14 Retail, Product, Service Life Cycle**
- 15 Advertising Campaign Evaluation**
- 16 Advertising Budget Methods**
- 17 Neuro marketing**
- 18 Impact of marketing on Generation Z**
- 19 Retail Marketing/ Retail Merchandising**
- 20 AI and Marketing**
- 21 Integrated Marketing Communication**
- 22 Service Marketing Mix**
- 23 Experiential/ Event Marketing**
- 24 Virtual and Immersive Marketing**
- 25 CSR and Branding**

Name of the Topic: HR

- 1 Talent Acquisition & Recruitment**
- 2 Employee Engagement & Satisfaction**
- 3 Training & Development**
- 4 Performance Management/ Potential appraisal**
- 5 HR Policies & Compliances**
- 6 Organizational Culture and Change**
- 7 Diversity, Equity & Inclusion (DEI) of employees**
- 8 HR Technology and Analytics**
- 9 Compensation & Benefits to HR**
- 10 Industrial Relations & Labour Welfare**
- 11 Appraisal Techniques Evaluation**
- 12 Human Resource Information System (HRIS)**
- 13 HR accounting/HR Audit**
- 14 Training Technique Evaluation**
- 15 Succession Planning/ Career Planning & Management**
- 16 Stress Management**
- 17 Implications of EQ, SQ & IQ**
- 18 Workforce Diversity**
- 19 Impact of Hybrid Work on Employee**
- 20 Upskilling and Reskilling for the AI Era**
- 21 Employee Experience & Well-being**
- 22 Challenges and Best Practices in Managing a Blended Workforce (Permanent, Contract, Gig):**
- 23 Addressing the Gender Pay Gap**
- 24 Promoting Women in Leadership**
- 25 Challenges and Innovations in Talent Retention in High-Turnover Industries**

GUIDE INTERACTION DIARY FORM (to be maintained by each student)

I, the undersigned Ms/ Mr. _____ Roll No.

_____ Studying in the _____ Year of _____ Full time

Course is doing my project work under the guidance of Dr./Ms./Mr.

_____, wish to state that I have met my Internal guide
on the following dates mentioned below for Project Guidance:-

Sr.No.	Date	Signature of the Internal Guide

Signature of the Candidate

Signature of Internal Guide



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Certificate

I hereby certify that Mr./Ms. _____, Student of
_____ Institute studying in
_____, has completed a project titled
_____. In the area of
_____ Specialization for the academic year 2026-2027.

To the best of my knowledge the work of the student is original and the information included in the project is correct.

Internal Guide

Head of the Department

Principal

Declaration by the student

I, Mr./Ms. _____ Student of
_____ Institute studying in
_____, hereby declare that I have
completed the field project entitled
_____. During the academic
year 2026-2027.

The report work is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with Date

Name of Student

ACKNOWLEDGEMENT

To list who all helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being an idealistic channel and fresh dimension and completion of project.

I take this opportunity to thank the **University of Mumbai** for giving me the chance to do this project.

I would like to thank my **Principal Prof. (Dr.) D. N. Ganjewar** and our **Vice-Principal Ms. Subhashini Naikar** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **coordinator Dr. Sailee Shringarpure** for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide _____ whose guidance and care made the project successful.

I would like to thank my **college library** for having provided various reference books and magazines related to my project.

Lastly I would like to thank **each and every person** directly or indirectly who helped me in the completion of the project, especially my **Parents and my peers** who supported me throughout my project.