



TAMILNADU COUNCIL FOR OPEN AND DISTANCE LEARNING

Approved by International Council for Open & Distance Education (ICDE), Oslo, Norway

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E-MBA PROJECT TOPICS

Note: From the list of specialisations given, choose any *one* project topic and prepare a project as per the Project Specifications given.

1. HUMAN RESOURCE MANAGEMENT

1. A study on the effect of human relation in solving conflict in an organization
2. A study on employee motivation and productivity of an organisation.
3. A study on manpower training and development as a tool for enhancing employee performance in an organization.
4. A study on the use of performance appraisal and reward system in enhancing employee performance in an organisation

2. MARKETING MANAGEMENT

1. A study on customer buying behaviour
2. A study on customer satisfaction towards online shopping
3. A study on Effectiveness of Employees role in service delivery.
4. A study on advertising strategy and effectiveness towards the company.

3. INTERNATIONAL FINANCE AND BANKING

1. Accounting Implication on Foreign Currency Transaction
2. Foreign Direct Investment and its impact on Finance Sector
3. Comparative Analysis of International Banks in terms of service quality.
4. Impact of merger and acquisition on the performance and growth of International Banks

4. FASHION DESIGNING

1. Influence of western fashion on people across the globe
2. Challenges and opportunities of fashion design entrepreneurship
3. The role of women in today's fashion trends
4. Fashion Marketing and its contemporary issues.

5. LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. Assessing Supply Chain Risk Management Capabilities
2. Study on the roles of supply chain management in corporate outsourcing
3. Investigating the impact of change in demand and supply on the logistics functions and costs
4. Analysis of the impact of logistics performance of the company on global business performance.

6. PRODUCTION AND MATERIALS MANAGEMENT

1. Impact of inventory management on productivity in an organization
2. The impact of production planning and control on productivity in the manufacturing industry
3. An appraisal of material management concept as a strategy for achieving higher productivity
4. Impact of quality control as an effective tool in product standardization

7. INTERNATIONAL HOTEL AND HOSPITALITY MANAGEMENT

1. The importance of the hospitality industry for the US economy
2. Impact of foreign direct investment on the hospitality sector
3. A study of Service Management In Hospitality Industry
4. Assessing the challenges facing small scale hotels in African continent

8. INTERNATIONAL BUSINESS AND INTERNATIONAL MARKETING MANAGEMENT

1. A Study on International Business Operation of a company.
2. Globalization & its Impact on Marketing Strategies
3. Impact of Pandemics on International Businesses.
4. Discuss the impact of political upheavals in international business

9. PROJECT AND OPERATIONS MANAGEMENT

1. Application of Quantitative Analysis and Computers for managerial decision making in operations problems.
2. Concepts and Techniques of Value Analysis to effectively control costs.
3. Computer and Quantitative models used in formulating managerial problems.
4. A study on tools and techniques developed to aid the planning, scheduling, and control of projects.

10. CUSTOMER RELATIONSHIP MANAGEMENT

1. The CRM system in an organization - a detailed analysis
2. A detail study and analysis of CRM failure in any Organization
3. Impact of customer relationship management on customer loyalty, customer retention, and customer profitability on E-Commerce stores.
4. A Feasibility study of application and implementation of customer relationship management.

11. POWER DISTRIBUTION AND ENERGY MANAGEMENT

1. A study on electrical power distribution control methods, electrical energy demand monitoring methods, and power management devices
2. A study on system and method for advanced power management.
3. A study on electricity distribution and transmission improvement
4. A study on energy management in commercial buildings.

12. MANAGEMENT INFORMATION SYSTEMS

1. The Impact of Management Information System on Organizational Productivity.
2. The role of computers in Management Information System
3. The impact of Management Information System in the banking industry
4. Design and implementation of personnel Management Information System

13. AIRLINE AND AIRPORT MANAGEMENT

1. The potential impact of attracting international flight travel to and from the region on various sectors of the regional economy.
2. A study on Employment and multiplier effects of building and operating a proposed airport.
3. A study on attracting major airline hubs to the region.
4. A detailed study on the funding models for major airport construction projects.

14. INTERNATIONAL HOTEL AND HOSPITALITY MANAGEMENT

1. A study on the impact of International Customers on hotels in India
2. The role of media and marketing in increasing International tourism in India.
3. A study on the role of modern technology in hospitality management.
4. The Effect Of Strategic Communication And Public Relations in Hospitality Management

15. DIGITAL MARKETING

1. Analytical Comparison of Traditional Marketing to Digital Marketing
2. A Study on Artificial Intelligence in Digital Marketing.
3. The impact of customer satisfaction based on SEO Marketing
4. A Study on Online Reputation Management Survey for an Agency

16. EDUCATION

1. The effectiveness in using multimedia in preschool education
2. A critical analysis on correlation between learning style and academic performance of students
3. Comparative analysis between the performance of public and private schools students
4. Effect of stress on the teaching performance of secondary school teachers