

Batch-2024-26 Sem-4

M.Com

Project

Sub-Code COM713

Choose any one of the following 30 Project Topic

A. Banking & Finance Projects

1. Customer Satisfaction towards Banking Services
2. Digital Banking and Customer Awareness Study
3. Role of Mobile Banking in Financial Transactions
4. Credit Management in Commercial Banks
5. Financial Inclusion in Rural Areas
6. Loan Disbursement and Recovery Practices in Banks

B. Accounting & Finance Projects

7. Working Capital Management of Small Businesses
8. Financial Performance Analysis of Selected Company
9. Budgeting Practices in Small Enterprises
10. Cost Control Techniques in Manufacturing Units
11. Profitability Analysis of Small Businesses
12. Financial Planning and Investment Behaviour

C. Marketing & Business Projects

13. Consumer Buying Behaviour in Local Markets
14. Impact of Digital Marketing on Small Businesses
15. Customer Satisfaction towards Retail Stores
16. Brand Awareness among Consumers
17. Online Shopping Behaviour of Consumers
18. Marketing Strategies of Small Businesses

D. Taxation & GST Projects

19. Awareness of GST among Small Traders
20. Impact of GST on Small Businesses
21. Income Tax Planning among Salaried Employees
22. GST Implementation and Business Performance
23. Tax Awareness among Small Entrepreneurs
24. GST Compliance in Small Businesses

E. Human Resource & Business Management Projects

25. Employee Satisfaction in Small Industries
26. Training and Development in Organizations
27. Performance Appraisal System in Companies
28. Work-Life Balance among Employees
29. Recruitment and Selection Practices in Small Firms
30. Job Satisfaction among Employees