

MBA Project Topic List 2026

Finance, Marketing, HR and Operations project topic ideas for students.

Free Student Resource | Editable guidance for academic planning

Prepared for MBA, BBA, BCA, MCA, Diploma and Engineering students who need project report structure, synopsis support, formatting guidance, PPT support and viva preparation.

MBA Project Topic List

These project topics can be customized by university, company, city, specialization and data availability. Select topics that are practical and easy to explain during viva.

Specialization	Project Topic
Finance	Credit Analysis of Personal Loan
Finance	Working Capital Management
Finance	Mutual Fund Investment Behaviour
Finance	Financial Performance Analysis
Finance	Ratio Analysis of Selected Company
Finance	Impact of Digital Payments on Customers
Finance	Portfolio Management and Risk Analysis
Finance	Customer Awareness of Insurance Products
Marketing	Digital Marketing Effectiveness
Marketing	Customer Satisfaction in Online Shopping
Marketing	Consumer Buying Behaviour
Marketing	Brand Awareness Study
Marketing	Social Media Marketing Impact
Marketing	Customer Loyalty in Retail
Marketing	Influence of Reviews on Purchase Decision
Marketing	Service Quality in Banking
HR	Employee Engagement
HR	Recruitment and Selection Process
HR	Training Effectiveness
HR	Employee Satisfaction
HR	Performance Appraisal System
HR	Workplace Motivation
HR	Hybrid Work Culture
HR	HR Analytics in Recruitment
Operations	Inventory Management
Operations	Supply Chain Management
Operations	Quality Management Practices
Operations	Logistics Performance
Operations	Vendor Management
Operations	Process Improvement
Operations	Customer Service Operations
Operations	Lean Management Practices

How to Select the Best Topic

- Choose a topic related to your specialization.

- Check whether data can be collected easily.
- Avoid topics that are too broad or too technical.
- Prefer current topics such as digital marketing, AI, analytics, fintech and workplace productivity.
- Confirm the topic with your guide before starting the full report.

Academic Note

This document is a student guidance resource. Students should always follow their official university guidelines, guide instructions and academic honesty rules before final submission.

PRH