

PROJECT REPORT ON

**“A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION
WITH SPECIAL REFERENCE TO FORTUNE INN VALLEY VIEW”**

BY

ASHWITHA

4AL18MBA13

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Johnson Fernandes

AIET, MIJAR

EXTERNAL GUIDE

Mrs. Shwetha

FORTUNE INN, MANIPAL



DEPARTMENT OF MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR, MANGALORE

June -2020

19th February 2020

Member ITC's hotel group

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Ashwitha (USN 4AL18MBA13)** MBA student of Alva's Institute of Engineering and Technology has been successfully completed her project from 6th Jan 2020 to 19th February 2020. This project evolved comprehensively in the Title **"A Study on Employee Engagement and Its Impact on Employee Retention with respect to FIVV, Manipal"**. During this period she had shown keen interest in learning of the HR department functions and her conduct was good.

We wish her Good luck for her future endeavors.

For Fortune Inn Valley View


Assistant Manager HR




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24 June 2020

CERTIFICATE

This is to certify that, **ASHWITHA** bearing USN **4AL18MBA13**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FORTUNE INN VALLEY VIEW, MANIPAL**", is prepared by her under the guidance of Johnson Fernandes, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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DECLARATION

I, **ASHWITHA (4AL18MBA13)** hereby declare that the project report entitled “**a study on employee engagement and its impact on employee retention with special reference to Fortune inn valley view, Manipal**” prepared by me under the guidance of **prof. Johnson Fernandes**, faculty of MBA Department, Alva’s Institute of Engineering and Technology, and external assistance by **Mrs Shwetha (HR)**, FORTUNE INN, Manipal.

I also declare that the project work is towards the partial fulfilment of the university regulations for the award of degree of master of business administration by Visvesvaraya Technology University Belgaum.

I Have undergone the project for a period of six weeks, I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree diploma from any other university/institution.



Place: Mijar

Signature of the student

Date: 26/06/2020

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

I would like to thank my external guide **Mrs. SHWETHA** and entire staff of FORTUNE INN Valley View for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. JOHNSON FERNANDES** assistant professor, dept. of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Ashwitha

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EXECUTIVE SUMMARY

This project entitled “A study on employee engagement and its impact on employee retention with special reference to Fortune Inn Value view” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation-based findings, suggestion and conclusion. The main intention of this study was to understand the employee engagement strategies used and how it will impact on employee retention in the organisation. The primary information was obtained by questionnaire and information also collected from company report, journal, and company website are used as resources of secondary data. This study used the simple analytical methods like pie charts are used to inspect the data collected.

Employee engagement, also called work engagement or worker engagement, is a business management concept. An "engaged employee" is one who is fully involved in, and enthusiastic about, his or her work, and thus will act in a way that furthers their organizations interests.

The role of an employee can be clearly defined as the set of duties and responsibilities or expected results associated with job to perform at his work place and skill and capacity required to perform the job successfully in role.

In this study it was found that employees with highest level of commitment perform better and are less likely to leave the organization, which indicates that engagement is linked positively with employee retention and organizational performance. Employee engagement is the emotional commitment employee feels towards their organisation and the actions they take to ensure the organisations success; engaged employees demonstrate care, dedication, enthusiasm accountability and results focus.