

Project Report & Viva Voce

BBA- Semester VI

Guidelines for Project Report

& Viva Voce

Subject Code: BBA 312

Credits: 6

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1.00 GGSIPU- ORDINANCE

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY,
DELHI BACHELOR OF BUSINESS ADMINISTRATION
(BBA)
SIXTH SEMESTER**

Code No.	Paper	L	T/P	Credits
BBA 312	Project Report & Viva Voce	-	-	6

II. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

2.0 GUIDELINES FOR PROJECT REPORT & VIVA VOCE

2.1 SCOPE OF THE PROJECT REPORT & VIVA VOCE

The project study is to be based on the functional area (such as Marketing, Finance, HRM) that the student opted as major in third and fourth semester. Before commencement of project study, each student is to develop a synopsis in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or other wise, they must explore it and comment on it in his /her report. Each student is required to carry out the work and submit the report individually.

2.2 OBJECTIVES

- 2.2.1** Work & gain knowledge of real time business environment.
- 2.2.2** Explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- 2.2.3** Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
- 2.2.4** Develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company.

3.0 Synopsis/Executive Summary

Each student is to submit a written project synopsis to his/her respective guides. The project synopsis must comprise the following aspects:

- **Title of the Project:** Title should be meaningful and should convey the broad aspects that will be covered in the body and the scope of the project.
- **Organization/Company:** Mention the name of organization/company and the functional area (e.g. marketing, finance and human resource) where you intend to do your project. Briefly explain the nature of the organization and its business.
- **Introduction of the Topic:** Briefly introduce the topic on which your project is based.
- **Objectives, Scope & Hypothesis:** Explain the objectives and the scope of the project along with functional area that will be covered in the study. Also frame the hypothesis under study.
- **Research Methodology:**
 - a. Research design
 - b. Sampling design
 - c. Sample size
 - d. Sample location
 - e. Data type
 - f. Instrument used
 - g. Analytical Tools
- **Expected Outcome:** Briefly discuss the expected outcome of the project
- **Bibliography:** Source for your synopsis

Note: Once the Title & the Organization (if applicable) is Approved, It Cannot Be Changed arbitrarily

4.0 GUIDELINES FOR WRITING PROJECT REPORT & VIVA VOCE

The Guidelines for carrying out the PROJECT REPORT is given in the following paragraphs. Each student is to compile his/her study in six chapters as detailed below:

4.1 Chapter-I Introduction

4.1.1 Introduction:

It should include (a) Meaning of the concept, i.e., Job Satisfaction, Consumer Satisfaction, Working Capital Management, (b) Rationale for choosing the topic/problem under study, (c) Implementation strategy of concept in your present study.

4.1.2 Objectives of Study: It should be pragmatic and consistent with the title of the study and achievable during the course of study within the prescribed schedule. Students are advised to develop the objectives in consultation with their respective guides.

4.1.3 The objectives must start with action oriented verbs. A sample of objectives is given below as example:

- “(a) To study the growth of sales of Sanitizers in market.
- (b) To compare the market share of branded and local manufacturers of Sanitizers.”

4.1.4 Scope of Study: The scope of the study refers to the parameters in which the study will be operating in. This also reminds a researcher that his method of investigation should be centered around trying to solve the problem within the provided scope. The scope of study should clearly mention the activities that are actually performed in the study. It should include the period of study, the functional area (HR, Finance and Marketing) and volume of work carried out in the study. With reference to above objectives, the scope of study could be as follows (note this is suggestive and not exhaustive):

- (a) To collect and analyze the sales data of SANITZER in Delhi region of last five years. For this purpose secondary data from the published sources and the dealers is collected.
- (b) To carry out market survey of customer perception for the use of RO Water Purifier. For this purpose the geographical area selected is Noida locality. Data is collected through a structured questionnaire.”

4.15 Company Profile:

Following aspects need to be covered in the first chapter in order to know the company profile:

- 4.1.4.1** Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.
- 4.1.4.2** Explain the nature of the Organization and its business (service/production/trading etc), i.e., type of industry & business in which the company is operating. Mention specific functional area, if any, such as marketing, finance, HR, logistics etc, in which the company is operating.
- 4.1.4.3** Company's vision & mission.
- 4.1.4.4** Product range of the company.
- 4.1.4.5** Size (in terms of manpower & turnover) of organization.
- 4.1.4.6** Organization structure of the company.
- 4.1.4.7** Market share & position of the company in the industry.

4.16 Industry Profile:

Brief profile of the Industry including its current status from which the company belongs.

4.2 Chapter-II: Review of Literature

Students have to carry out a methodical examination of available study material (books, journals, periodicals, official gazettes, etc) on the topic of your study. Provide the existing information on the work already done by way of fundamental nature of the study and the writer's name and references of publications.

4.3 Chapter-III: Research Methodology

It must specify the following:

- a. Universe, Research design, Sampling Type, Sample size, Sample location, Data type, Instrument used, Analytical Tools, **Hypothesis**, Identified independent and dependent variables, Contents analysis– Notes (References)
- b. Framing of Questionnaire wherever applicable & relevance of each question asked in questionnaire.
- c. Constraints under which the study has been undertaken.

4.4 Chapter-IV: Data Reduction, Presentation & Analysis

Raw data (primary or secondary) collected must be reduced to standard formats such as tables, charts, graphs, diagrams etc and is to be presented in this chapter. This chapter will include Decodification of

data, Classification of Data, Tabulation of the data, Application of analytical tool(s), Use of graphs, Depiction of Bar diagrams, Histogram and its observation and inferences drawn. Proper titles, legends, scales, source (s) etc must be mentioned along with each diagram.

4.5 Chapter-V: Data Interpretation

This chapter is the most important part of the study, wherein students are required to apply established theoretical concepts/tools/techniques to the data presented in Chapter-IV and draw inferences. Students are required to discuss rational and logic for drawing inferences. For each inference, proper linkages are to be established either with the data analysed in Chapter- IV or with the calculation (s) to be included in this Chapter. Wherever, calculations are to be carried out, it must be provided before drawing any inference. The inferences are to be presented in narrative form from each data set along with limitation (s) due to data insufficiency, if any.

4.6 Chapter-VI: Summary & Conclusions

This Chapter should comprise the following:

- 4.6.1 Results of the Study:** These are to be presented and supported by facts & figures in narrative form and be culled out from the Chapter-IV. The sequence of the results must be consistent with the objectives of the study mentioned in Chapter-I. Also, mention the achievement of objectives or otherwise.
- 4.6.2 Limitations:** The limitations could be mentioned in terms of data insufficiency, time & expertise constraints etc.
- 4.6.3 Recommendations, Scope for further Study & Conclusion:** Recommendations based on results of the study is to be provided. Any scope for extension of the study to new geographical areas, segments, time with larger data, is to be mentioned under this heading. Finally, Conclusion should cover findings of the work, whether the stated objectives of the work is achieved with full justification, recommendations, limitations, directions for future development.

5.0 FORMATS FOR PROJECT REPORT & VIVA VOCE

The final report is comprised of the following:

- Cover Page
- Certificates
- Acknowledgements
- Executive Summary
- Contents
- Body of the Project Dissertation Report (**As per Section No.: 4.0**)
- References/ Bibliography
- Appendices
 - List of Tables
 - List of Figures

5.1 Cover Page

The format of the Cover page is attached as **REPORT FORMAT – 1**

5.2 Certificates

The format of the certificate (from Students & Faculty Guides) is attached as

REPORT FORMAT – 2

The draft copy of the certificate (from Industry Guide) is attached as

REPORT FORMAT – 2

5.3 Acknowledgements

In the “Acknowledgements” page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

5.4 Executive Summary

An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It is comprised of problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

5.5 Contents

The format of Contents is as follows

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	
3	Executive Summary	-

Chapter I: Introduction	-
Chapter II: Review of Literature	-
Chapter III: Research Methodology	
Chapter IV: Data Reduction, Presentation & Analysis	
Chapter V: Data Interpretation	
Chapter VI: Summary & Conclusions	
References/ Bibliography	
Appendices	
- List of Tables	
- List of Figures	

5.6 References/Bibliography

Examples are given below:

1. India today, “The Melt down: End of good times”, Oct 27, 2008.
2. James M, Kaplan; and et.al., “Managing it in a Down Turn: Beyond Cost Cutting”, *Indian Management*, vol.47 issue 11, Nov 08.
3. “How to Save Your Job in Recession”, *Harward Business Review*, September 08.
4. <http://www.ibm.com/in> (Date of visit with complete address)
5. <http://www.intel.com/india> (Date of visit with complete address)

5.7 Appendices

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis “Refer Para No_”. The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

5.8 List of Tables/Figures/Symbols

The format of Contents and list of Tables/Figures/Symbols is as follows:

LIST OF TABLES

Table No	Title	Page No
1	Number of Employees in Organization ABC	
2		

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2010 – 12	
2		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1		At the rate
2		

LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earnings Per Share.

6.0 SPECIFICATIONS FOR BODY OF THE PROJECT REPORT

Following aspects must be adhered to as given in while compiling the body of report

- (a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.
- (b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, 2.3 etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.
- (c) **Page Specifications**
 - (i) Left Margin : 1.25 inch
 - (ii) Right Margin : 1.25 inch
 - (iii) Top Margin : 1 inch
 - (iv) Bottom Margin : 1 inch
- (d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.
- (e) **Normal Body Text**
 - (i) **Font Size:** 12, Times New Roman, 1.5 Spacing, Single Side Writing.
 - (ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined
 - (iii) **Page/Title Font Size:** 14
- (f) **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:
 - (i) **Table No-1: Number of Employees in Organisation ABC**
 - (ii) **Figure No-1: Data Flow Diagram**
- (g) **Binding & Color Code of the Report**
 - (i) Hard Bound Report (2, 1 to submit in office,1 with Student during Viva)
 - (ii) Background of the cover page - Black
 - (iii) Color of Letters: Golden

PROJECT REPORT ON
TITLE OF PROJECT REPORT & VIVA VOCE

Undertaken at

“NAME OF THE ORGANIZATION”

*Submitted in partial fulfillment of the requirements for the
award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

to

**Guru Gobind Singh Indraprastha University, Delhi
University Logo**

Under the Guidance of
Dr.
Faculty Guide

Submitted by
Name of Student
BBA-VI Sem
Enrollment No.:

Session 2020 – 21



Delhi Metropolitan Education

Affiliated to GGSIP University, New Delhi & Approved by Bar Council of India



Delhi Metropolitan Education

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Student's Declaration

I _____, Enrolment No. _____ from BBA-VI Sem of the Delhi metropolitan Education, Noida hereby declare that the Project Report & Viva Voce (BBA-312) entitled _____ at _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree. A presentation of the Project Report & Viva Voce was made on _____ and the suggestions as approved by the faculty were duly incorporated.

Date:

Signature of the Student

Report Format - 2



Delhi Metropolitan Education

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To Whom It May Concern

This is Certified that the Project Report & Viva Voce submitted in partial fulfillment of Bachelor of Business Administration (BBA) to be awarded by G.G.S.I.P. University, Delhi by _____, Enrolment No. _____ has been completed under my guidance and is Satisfactory.

Date:

Signature of the Guide
Name of the
Guide:
Designation:

DME Template for Class Presentations - PowerPoint (Product Activation Failed)

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW

Cut Copy Paste Format Painter New Slide Section Layout Reset

Font Paragraph Drawing Editing

Clipboard Slides

Topic:

Student Name:
Date:
Class:
Section:
Subject Faculty:
Subject Code:

DME

Click to add notes

SLIDE 1 OF 15

Type here to search

NOTES COMMENTS

2:27 PM 11/5/2020

valuation Sheet

Name of the Faculty :

S.No	Enrollment no.	Name of the student	Criterion 1 MM:	Criterion 2 MM:	Criterion 3 MM:	Criterion 4 MM:	Criterion 5 MM:	Total Marks	Feedback
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									

Project report Schedule	
<i>Activity</i>	<i>Time</i>
Title finalisation	4th December 2020
Executive summary	4th January 2021
Chapter 1	29th January 2021
Chapter 2 & Chapter 3	12th February 2021
Chapter 4	26th February 2021
Chapter 5	5th March 2021
Chapter 6	26th March 2021
Viva Voce	9th April 2021

