

## **PROJECT WORK METHODOLOGY FOR BBA SEMSTER VI STUDENTS**

### **Objective**

1. Students of BBA Semester VI are to carry out a project as part of curriculum. At the end of the semester the students are to submit a written project report. The objective of this guideline is to standardise the format of submission of the project report and to lay guidelines to conduct the project including methodology. **This project work is the training for applying theoretical concepts, tools & techniques to a live situation/problem and writing a Technical Report.**

### **University Scheme for Project**

2. As per the syllabi of BBA (Paper code BBA-----), students of Semester VI are to write a project report comprising of 6 credits. The project report has two components, viz.

- (a) External : **Project Viva** (50 Marks), where viva on written report would be undertaken by an external examiner.
- (b) Internal : **Conduct & Submission Project Report** (50 Marks) It involves conduct of study & submission of report, presentations & viva at the Institute.

### **Scope of the Project**

3. It is partly responsibility of the student to find a relevant topic for his/her project. The topic is to be decided in consultation with the guide allotted to the student. Topic once fixed cannot be changed. The project work would be based on primary data or secondary data or both. **Each student is required to carry out the work and submit the report individually. ANY PREVIOUS WORK OR BORROWED REPORT WILL BE SUMMARILY REJECTED AND IN ALL CASES OF REJECTION THE WORK IS TO BE REPEATED AFRESH.**

### **Proposal**

4. The synopsis of the project should be about one/two page long and must be submitted in writing to the respective guide allotted by the institute where enrolled. The format of the proposal is attached as **Appendix A.**

### **Final Report**

5. The Guidelines for methodology to be adopted for conducting the project are attached as **Appendix-B.** The format for compilation of project report is attached as **Appendix-C.** Project reports are to be compiled as per laid down guidelines.

## Schedule

6. The schedule, various milestones and evaluation methodology is given in the table below. The schedule is to be adhered to by all the students:

| <b>To be Completed by Date</b> | <b>Activity</b>   | <b>Marks Allotted</b> | <b>Remarks</b>  |
|--------------------------------|---|-----------------------|---|
|                                | Submission of Project Proposal to the respective guides & finalisation of title, objectives, scope & methodology.             | 5                     | Refer Appendix A.   |
|                                | Data collection & discussion with respective guides about the relevance & completeness of data.                               | 10                    | -   |
|                                | Data presentation & analysis.   | 10                    | -   |
|                                | First Draft of the report to the respective guides.   | 5                     | Refer Appendix B & C.                                     |
|                                | Discussion with guides and return of corrected report.  | -                     | -   |
|                                | Submission of Final Report (one hard copy & CD) to the respective guides and Internal presentation to the committee and Viva. | 20                    | A Power Point/presentation of 15 minutes by each student. |
|                                | External Viva before the external examiner.   | 50                    | Project Viva.   |
| <b>Total Marks</b>             |   | 100                   |   |

**PROJECT SYNOPSIS**

Each student is to submit a written project proposal to their respective guides. The project proposal must comprise the following aspects:

1. **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.
2. **Organisation/Company:** Mention the name of organisation/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 organisation and its business.
3. **Objectives & Scope:** Explain the objectives and the scope of the project along with functional area that will be covered in the study.
4. **Methodology:**
  - (a) Explain the methodology for data collection.
  - (b) Explain the techniques proposed to be used for data analysis.
5. **Tools:** Explain the software tools e.g. SPSS/MS Excel or any other that you propose to use in the project.

|   |
|---|
| <p><b>ONCE THE TITLE &amp; THE ORGANISATION IS FIXED, IT<br/>CANNOT BE CHANGED.</b></p> |
|---|

## **METHODOLOGY OF PROJECT WORK**

The methodology for carrying out the project is given in the following paragraphs. Each student is to compile his/her study in four chapters as detailed below:

### **Chapter-I: Introduction**

This chapter is to include the following aspects:

**Profile Organisation/Company:** Briefly explain the nature of the organisation and its business. It should include type of industry & business in which the company is operating, its vision & mission, geographical & functional area of operation, size of organisation & its structure, turnover, market share & position of the company in the industry, product range, present leadership, strengths & weaknesses, if any.

**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. 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 RO Water Purifiers.
- (b) To compare the market share of branded and local manufacturers of RO Water Purifier.”

**Scope of Study:** 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 analyse the sales data of RO Water Purifiers 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 Dwarka locality. Data is collected through a questionnaire that is attached as Appendix A.”

**Methodology:** The methodology is to be explained in two parts viz.,

(a) **Methodology used for Data Collection:** In case a student uses **primary data**, a questionnaire must be prepared and it has to be made part of the project report. The questionnaire should be consistent with the objectives and the scope of the study and duly vetted by the respective guide. The questionnaire should be designed in a simple language so that the targeted population must understand and able to respond effectively. Sampling technique and the sample size should be selected according to the problem under study. The justification for selecting particular sampling technique must be given. In case of **secondary data**, it should be collected according to objectives and scope of the study. Proper references of sources of data must be compiled and mentioned against each data used in the study in the following manner (with reference to above example):

“(i) The sales data of Forbes & Kent brands of RO Water Purifier is collected from their Annual Financial Statements for the period 2002-2006.”

(b) **Methodology used for Data Analysis:** In this part the students should explain the concepts, tools and techniques used for data analysis. The rational and justification for using a particular tool and technique should be explained. For example if a student uses Standard Deviation as a statistical tool, he should explain the concept of Standard Deviation and its relevance to the study along with its formula.

(c) **Theoretical Description:** A brief theoretical description of concepts, tools and techniques used in project along with *definition of key words* and formulae etc. should be included.

## **Chapter-II: Data Reduction & Presentation**

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. The tool for data presentation should be suitably selected so that interpretation and inferences could be drawn easily and become self explanatory. Proper titles, legends, scales, source (s) etc must be mentioned along with each diagram.

## **Chapter-III: Data Analysis**

This chapter is the most important part of the study, wherein students are required to apply established theoretical concepts, tools and techniques (discussed in Chapter-I) to the data presented in Chapter-II 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-II 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 any limitation (s) due to data insufficiency, if any.

## **Chapter-IV: Summary & Conclusions**

This Chapter should comprise the following:

- (a) **Results of the Study:** These are to be presented and supported by facts & figures in narrative form and be culled out from the Chapter-III. 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.
- (b) **Limitations:** The limitations could be mentioned in terms of data insufficiency, time & expertise constraints etc.
- (c) **Suggestions & Scope for further Study:** Any scope for extension of the study to new geographical areas, segments, time with larger data, is to be mentioned under this heading.

## **FORMAT OF THE PROJECT REPORT**

### **Format**

1. The final report should be written and compiled in the following the sequence:
  - (a) Title Page
  - (b) Certificate (s)
  - (c) Acknowledgements
  - (d) Executive Summary
  - (e) Contents
  - (f) List of Tables
  - (g) List of Figures
  - (h) List of Symbols
  - (j) List of Abbreviations
  - (k) Body of the Project Report (As per Appendix B)
  - (l) References/Bibliography
  - (m) Appendices

### **Title Page**

2. *The format of the title page is attached as **Annexure-I**.*

### **Certificate**

3. *The format of the certificate is attached as **Annexure-II**. A certificate of the organisation where the student has conducted the project may also be attached separately after the Institute's certificate.*

### **Acknowledgements**

4. In the "Acknowledgements" page, the writer recognises his indebtedness for guidance and assistance by the faculty guide and any other member (s). Courtesy demands that he/she also recognises specific contributions by other persons or institutions such as libraries and research

foundations. Acknowledgements should be expressed simply, tastefully, and tactfully *duly signed above the name.*

### Executive Summary

5. Executive Summary is a brief or condensed summary of the project for higher-level management positions. It should be about 3-4 pages in length. It should comprise company profile, objectives & scope of the project, methodology and tools used, results, limitations, and directions for future development, if any.

### Contents & List of Tables/Figures/Symbols/Abbreviation

6. The format of *Contents and list of Tables/Figures/Symbols* is attached as Annexure-III.

### Body of the Project Report: Guidelines for Project Report/Dissertation Writing

7. The guidelines for writing the Project Report (methodology) are detailed in Appendix-B. Following aspects must be adhere to:

(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 should be numbered at the *bottom center* of the pages.

(e) **Normal Body Text:**

(i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.

(ii) **Paragraphs Heading Font Size:** 12, Times New Roman.

(iii) **Page/Title Font Size:** 14

(f) **Structure of Final Report:** A project report should be covered between 50 to 60 typed pages in **double space** about 10,000 words (excluding Appendices and Bibliography) on A4 size paper with 12 font size. 10 % variation is permissible.

(g) **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: Sales Figures of RO Water Purifier 2002-2006**

(h) **Binding & Color Code of the Report:**

(i) Hard Bound Report

(ii) Background of the cover page –

(iii) Letters in Silver White

### References/Bibliography

8. Examples are given below:

1. D.L. Carney, J.I. Cochran, “The 5ESS Switching System: Architectural Overview,” *AT&T Technical Journal*, vol. **64**, no. **6**, July-August 1985, pp. 1339-1356.

2. A. Stevens, *C++ Database Development*, MIS Press, New York, 1992, p. 34.

3. [www.ibm.com/in](http://www.ibm.com/in)

4. [www.intel.com/india](http://www.intel.com/india)

### **Appendices**

9. 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 should be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). The annexures, if any, are to be attached immediately after the said appendix. The annexures are to be numbered as Annexure-I, Annexure-II etc.

**Title of The Project Report**

(Font size = 18)

I

*(Name of the organization, if any)*

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

**Bachelor of Business Administration (BBA)**

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:  
(Guide Name)

Submitted by:  
(Student name)  
Roll No.:

Institute LOGO

NAME OF INSTITUTE

Annexure-II

## *Certificate*

I, Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ certify that the Project Report/Dissertation (BBA-) entitled “ \_\_\_\_\_ ” is done by me and it is an authentic work carried out by me at \_\_\_\_\_ (Name of the organisation or of the Institute). The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Project Report/Dissertation (BBA-310) entitled “ \_\_\_\_\_ ” done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_, is completed under my guidance.

Signature of the Guide

Date:

Name of the Guide:

Designation:

Address:

Institute

**Countersigned**

Director/Project Coordinator

FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS

CONTENTS

| S No | Topic                                    | Page No |
|------|--|---------|
| 1    | Certificate (s)                          | -       |
| 2    | Acknowledgements                         | -       |
| 3    | Executive Summary                        | -       |
| 4    | List of Tables                           | -       |
| 5    | List of Figures                          | -       |
| 6    | List of Symbols                          | -       |
| 7    | List of Abbreviations                    | -       |
| 8    | Chapter-1: Introduction                  |         |
| 9    | Chapter-2: Data Reduction & Presentation |         |
| 10   | Chapter-3: Data Analysis                 |         |
| 11   | Chapter-4: Summary and Conclusions       |         |
| 12   | References/Bibliography                  |         |
| 13   | Appendices                               |         |

FORMAT FOR LIST OF TABLES/FIGURES/  
SYMBOLS/ABBREVIATIONS

LIST OF TABLES

| Table No | Title                                   | Page No |
|----------|---|---------|
| 1        | Number of Employees in Organisation ABC |         |
| 2        |   |         |

LIST OF FIGURES

| Figure No  | Title  | Page No |
|------------|--|---------|
| <u>L</u> 1 | Sales Figures of RO Water Purifier 2002-2006 |         |
| <u>I</u> 2 |  |         |

LIST OF SYMBOLS

| S No       | Symbol   | Nomenclature & Meaning |
|------------|----------|------------------------|
| <u>L</u> 1 | $\Sigma$ | Sigma (Summation)      |
| <u>I</u> 2 | @        | At the rate            |

LIST OF ABBREVIATIONS

| S No | Abbreviated Name | Full Name                        |
|------|------------------|----------------------------------|
| 1    | CRM              | Customer Relationship Management |

|   |     |                   |
|---|-----|-------------------|
| 2 | EPS | Earning Per Share |
|---|-----|-------------------|