

## CC : 602 : Management Research Project (Core Course)

**Practical: Credit : 4 (100%)**

**Total Marks : 100**

### **Guideline**

**Objective:** To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course. Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A -VI. They will have the following ways to complete the project:

- (a) Field work/Survey based/Primary data
- (b) Library work/Literature review/Secondary data
- (c) Placement with an Organization

Student can carry out the project work after college hours, holidays/Diwali vacation . The student should take regular guidance from the teacher while carrying out project work. The project should be ready before the internal examination of college.

The guidelines for the project report are as follows

- Declaration from the student that his/her research work is not copied from any other existing reports.
- Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his/her guidance.

**The Chapter Scheme for the project Report will be as follows:**

*Preface*

*Acknowledgement*

*Executive summary*

*Index*

**Chapter-1:** Introduction to the study

- 1.1 Introduction
- 1.2 Purpose of the study
- 1.3 Objectives of the study
- 1.4 Hypothesis of the study
- 1.5 Research Methodology
- 1.6 Scopes of the study
- 1.7 Significance of the study
- 1.8 Limitation
- 1.9 Chapter scheme

**[Optional**

**Chapter-2:** Introduction to the organization

- 2.1 Introduction to the Industry
- 2.2 Brief History of the organization
- 2.3 Subsidiaries, Associates of the Company
- 2.4 organization structure
- 2.5 Department/Manufacturing process
- 2.6 Important Statistical information
- 2.7 Future prospect if the student is completing a project in a organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this chapter. **This Chapter** should not be more than 5 pages.]

### **Chapter-3: Theoretical Background**

Basic Concepts

Necessary theoretical inputs may be added to support the research work.

### **Chapter-4: Data Analysis and interpretation**

### **Chapter-5: Finding and Observation**

### **Chapter-6: Conclusions and Suggestions**

**Bibliography**

**Appendix**

**The above Guidelines are not a Performa for writing the project report but can be used as a milestone**, while writing the project report. The guide has every discretion and power to change the Chapter as per requirements.

#### **Notes:**

- (1) There should be a proper linkage between objectives, data and interpretation, findings and suggestion.
  - (2) Header and footer on project report pages shall consist of University name and institute/college name, respectively. No other information should be included in the Header and footer.
  - (3) Color ink should not be used for text
  - (4) Page numbers are compulsory.
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- ✓ The project shall be evaluated externally. The External Examiner shall be from the panel of Examiners suggested by the Board of Studies from time to time. Project report shall carry 75 marks and viva voce Examination 25 marks.
  
  - ✓ Those who fail in the project work will have to re-do the project work and submit to the college for External Examination by the University.