



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



Guidelines for Project Report and Viva-Voce



BACHELOR OF BUSINESS ADMINISTRATION

BBA VI- SEMESTER

Code No : **BBA 310; Credit: 06**
Paper : **Project Report & Viva Voce**

Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top100 B - Schools & IT - Schools by Dalal Street Investment Journal

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1.00

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

| Code No. | Paper | L | T/P | Credits |
|-----------------|-----------------------------|----------|------------|----------------|
| BBA 310 | Project Report & Viva Voice | - | - | 6 |

BBA
G.G.S.INDRAPRASTHA UNIVERSITY
BBA-310 PROJECT REPORT AND VIVA VOCE

L-0 T-0 Credits-6

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. 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 floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

2.00 *Guidelines for Project Report and Viva Voce*

2.01 SCOPE OF THE PROJECT REPORT AND 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.

2.02 OBJECTIVES

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

3.00

Synopsis

Each student is to submit a written project synopsis to his/her respective guides. The project synopsis 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. **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.
3. **Introduction of the Topic:** Briefly introduce the topic on which your project is based.
3. **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.
4. **Research Methodology:**
 - a. Research design
 - b. Sampling design
 - c. Sample size
 - d. Sample location
 - e. Data type
 - f. Instrument used
 - g. Analytical Tools
5. **Expected Outcome:** Briefly discuss the expected outcome of the project
6. **Bibliography:** Source for your synopsis

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

4.01 *Guidelines For Writing Project Report and Viva Voce*

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

Chapter-I : Introduction

1.1 Introduction:

It should include (a) Meaning of the concept, ie, 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.

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. 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.”

1.3 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 centred 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 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 structured questionnaire.”

1.4 Company Profile (If applicable):

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

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.

- 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.
- 1.4.3 Company's vision & mission.
- 1.4.4 Product range of the company.
- 1.4.5 Size (in terms of manpower & turnover) of organization.
- 1.4.6 Organization structure of the company.
- 1.4.7. Market share & position of the company in the industry.

1.5 Industry Profile:

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

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.

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

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.

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.

Chapter-VI: Summary & Conclusions

This Chapter should comprise the following:

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.

6.2 Limitations: The limitations could be mentioned in terms of data insufficiency, time & expertise constraints etc.

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.

5.00 *Format for Project Report and Viva Voce*

The final report is comprised of the following:

- Cover Page
- Certificates
- Acknowledgements
- Executive Summary
- Contents
- Body of the project Report (As per Appendix B)
- References/ Bibliography
- Appendices
 - List of Tables
 - List of Figures

5.01 *Cover Page*

The format of the Cover page is attached as

Form No. TIAS-FRM-75.

5.02 *Certificates*

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

Form No. TIAS-FRM-76

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

Form No. TIAS-FRM-77

5.03 *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.

5.04 *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.

5.05 *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 | |
| | | |

5.06 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)

5.07 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.

5.08 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 2002 - 08 | |
| 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 | Earning Per Share. |

6.00 Specifications for Body of the Project Report and Viva Voce

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
 - (ii) Background of the cover page - Red
 - (iii) Color of Letters: Silver

Annexures

Form No. TIAS-FRM-75

PROJECT REPORT ON

TITLE OF PROJECT REPORT AND 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

Under the Guidance of
Name of Faculty Guide
Designation



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

Session 2011 – 12



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To Whom It May Concern

I _____, Enrolment No. _____ from BBA-VI Sem of the Tecnia Institute of Advanced Studies, Delhi hereby declare that the Project Report and Viva Voce (BBA-310) 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 and Viva Voce was made on _____ and the suggestions as approved by the faculty were duly incorporated.

Date:

Signature of the Student

Certified that the Project Report and 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:



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To be submitted with PPT Presentation & Executive Summary Copy)

PROJECT REPORT AND VIVA VOCE EVALUATION

Session 2011-2012 Programme: BBA Semester : VI Date _____

Enrollment No: Student's Name:









Title of Project Report and Viva Voce: _____

| PARAMETERS | RELEVANCE OF OBJECTIVES WITH THE TOPIC | RELEVANCE OF RESEARCH METHODOLOGY | ANALYSIS & INTERPRETATION | COMMUNICATION SKILLS/QUERY HANDLING | INNOVAT IVENESS | TOTAL MARKS |
|------------------------|--|-----------------------------------|---------------------------|-------------------------------------|-----------------|-------------|
| Max Marks | 20 | 20 | 20 | 20 | 20 | 100 |
| Name of Faculty Expert | | | | | | |
| Name of Faculty Expert | | | | | | |
| Name of Faculty Expert | | | | | | |
| Remarks | | | | | | |
| Total Marks | | | | | | |
| Signature | | | | | | |

You are requested to provide your opinion on the above parameters.

Outstanding: 75%; Good: 60%; Satisfactory: 50%; Unsatisfactory: Below 50%

PPT FORMAT

| | |
|---|---|
| <p> Title: HR Practices & Employee Performance Form No. TIAS-FRM-80</p> <hr/> <p>NAME: PROGRAM: MBA-III Semester ENROLL. NO:</p> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> | <p> Title: HR Practices & Employee Performance</p> <p>Data Analysis</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> |
| <p> Title: HR Practices & Employee Performance</p> <p>CONCEPT</p> <hr/> <ul style="list-style-type: none">• Click to add text <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> | <p> Title: HR Practices & Employee Performance</p> <p>Research Findings</p> <hr/> <ul style="list-style-type: none">• Click to add text <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> |
| <p> Title: HR Practices & Employee Performance</p> <p>Objectives of Study</p> <hr/> <ul style="list-style-type: none">• Click to add text <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> | <p> Title: HR Practices & Employee Performance</p> <p>Research Findings</p> <hr/> <ul style="list-style-type: none">• Click to add text <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> |
| <p> Title: HR Practices & Employee Performance</p> <p>Research Methodology</p> <hr/> <ul style="list-style-type: none">• Research Type:• Sampling Design:• Sample Size:• Sample Location:• Data Type:• Research Instrument:• Analytical Tool: <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> | <p> Title: HR Practices & Employee Performance</p> <p>Bibliography</p> <hr/> <ul style="list-style-type: none">• Click to add text <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: MBA – III Sem</small></p> |