



**INTEGRAL UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTEMENT OF COMMERCE AND BUSINESS MANAGEMENT**

RESEARCH PROJECT PREPARATION GUIDELINES FOR BBA PROGRAMME

Research Project Report is an essential and important part of the BBA curriculum, which helps in developing knowledge and understanding of present business scenario. This also gives students an exposure of work and to improve his/her skills.

Therefore you are requested to give your best during Research Project Report preparation.

IMPORTANT POINTS:

1. BBA students are required to prepare Research Project Report with the help of their respective faculty guides which have been allotted to them earlier. You have to meet your respective faculty guides on weekly basis.
2. Students have to decide a topic on which they have to prepare a Research Project Report. The Topic has to be approved by their respective Faculty Guide and has to be submitted to their respective Coordinators.
3. The Research Project Report must have an appropriate Title. (Students should meet their respective guides and finalize a title for their Research Project Report as early as possible).
4. **In case of Primary data collection, the questionnaire has to be designed in consultation with their respective guides.**
5. **In case of Secondary data collection, Internet and other sources are to be used for secondary data collection. Copying of any similar study from internet will be subject to strict action.**
6. Report has to be systematically written as per standard guidelines given by the Department of Commerce & Business Management. **Each page should carry statement of identification and Page number, using header & footer application.**
7. **No two or more reports could be identical even if the organization and project is common. Each student should write a separate report and clearly mention his / her individual contribution.**
8. Prepare 2 Hard bound copies of Dissertation Report .

STANDARD GUIDELINES FOR WRITING DISSERTATION PROJECT REPORT

- 1. Title Page**
- 2. Acknowledgment**
- 3. Certificate- By Guide**
- 4. Table of Contents or Index**
- 5. Executive Summary (A brief summary of the Project /Abstract)**
- 6. Literature Review**
- 7. Conceptual Background**
- 8. Brief Profile of the Company/ Organization/product/services on which Research is conducted**

- i. Brief History of the company (Industrial Growth and Market Share)
- ii. Vision/ Mission of company
- iii. Organizational Chart
- iv. Details of the product/Services

9. Research Methodology: From this stage, there will be two types of report preparation

I) In case the student is performing a Primary data Collection and Analysis, this section will have the following components-

- i. Research Objectives
- ii. Research Methodology (Including Type of Research design e.g. Exploratory, Descriptive, Experimental, etc., Sampling Technique & Sample Size)
- iii. Analysis and Interpretation of Data
- iv. Findings , Conclusions and Suggestions
- v. Limitations of the Study
- vi. References: Books, Articles, Web addresses, Link etc.
- vii. Annexure (For example - Questionnaire has to be enclosed)

II) In case the students is performing a Secondary data based Research, this section will have the following components-

- i. Research Objectives
- ii. Research Methodology (Including Type of Research design)
- iii. Proceeding of the task and completion of the task
- iv. Learning and knowledge gained as per objective of the study.
- v. Findings, Conclusion and Suggestions
- vi. Limitations
- vii. References: Books, Articles, Web addresses, Link etc.
- viii. Annexure (For example - Reports/ Tables etc are to enclosed)

AT THE TIME OF RESEARCH PROJECT REPORT PPRESENTATION

Power Point Presentation has to be prepared by each student. It must contain the brief summary of Research Project Report.

**DEAN- FCM
INTEGRAL UNVERSITY**

**HEAD- DCBM
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