# DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

## School of Commerce and Management

## STUDENT'S GUIDELINEFOR PROJECT REPORT

## BACHELOR LEVEL

## (BBA-5<sup>th</sup> & 6<sup>th</sup> Semester)

## Introduction:

All the students will submit their Project Report (two copied – one hardbound & one spiral) within a period of 15 days in the concerned study center; this period shall be counted from the last date of completion of their Project work. Each student will be attached with one internal project guide, with whom they shall be in continuous touch during the period of project work. The internal project guide will be required to evaluate (out of 50 marks) on the basis viva-voce and the project report prepared by the student. The evaluation of the remaining 50 marks shall be made by external examiner appointed by the University who shall evaluate on the basis of viva-voce and project report of the students.

# PROJECT REPORT FORMAT

## Title Page

## Executive Summary

The Executive Summary is a comprehensive restatement of the document's purpose, scope, methods, results, conclusions, findings, and recommendations. The Executive Summary should be proportional to the length of your paper. For purposes of the project report, there should be 270-word in Executive Summary.

**Chapter I : Introduction:** This Chapter may contain a brief background of the problem and contemporary developments thereof. Brief Review of Literature, objectives of the study, brief outline of the problems, Main concept used in the study and their theoretical background, limitations, etc.

**Chapter II: Background /Profile of the Study Unit:** This Chapter should contain the profile of the Company/ Industry relating to the topic of the Project.

**Chapter III: Methodology:** This chapter contain Research Methodology and Sample selection, Research Design, Period of the study, sources of data, tools of data collection, Statistical analysis, broad hypotheses on the chosen topic establishing, Research Gap, the need for the study on a scientific basis is desirable.

**Chapter IV: Empirical Work / Data analysis / Interpretation & Discussion relating to Objectives:** Logical presentation of the results of the study presented in tables, graphs and figures, if any, along with necessary interpretation forms part of this chapter. It can be given in two chapters also.

**Chapter V: Findings and Recommendation:** This chapter includes summary of major observation and recommendations including utility of observations and direction for future research.

**Chapter VI: Summary and Conclusion:** The focus of this chapter is on broad observations made by the student against each objective specified in Chapter I, along with major conclusions

drawn by the study. Appropriate suggestions for the policy makers / managers on future course of action are appreciated.

**Bibliography / References:** Every Project work should contain a list of books consulted for the topic studied. Research Reports, list of published research articles/ papers and popular books in the field of study may be documented in standard pattern. Whenever information /data are drawn from internet sources, please give the websites referred.

**Annexure:** Every Project Report should contain necessary annexure such as Proforma of Questionnaire/ Interview Schedule at last.

## References should in APA style and Appendices

## FORMAT OF PROJECT REPORT

| TERM | DEFINITION |
|---|---|
| **Title Page** | <ul><li>Topic of the research</li><li>Name of the researcher</li><li>Name of study center and Programme name (e.g.- ProjectReport submitted to ------- (study center **name**) in partial fulfillment of the requirements of------- (name **of Programme**), validated and awarded by University of ………….).</li><li>Date</li></ul> |
| **Executive Summary** | (No more than 270 words).<ul><li>Summary of important aspects of each report</li><li>Topic area</li><li>Primary aims</li><li>Key findings</li><li>Summary of your approach<br>Summary of your recommendations</li></ul> |

| Index Page | Title |
|---|---|
| | Abstract |
| | 1. Introduction |
| | 2. Background |
| | 3. Methodology |
| | 4. Data analysis, Interpretation and findings |
| |    4.1. |
| |    4.2. |
| |    4.3. |
| |    4.4. |
| | 5. Conclusions & Recommendations |
| | 6. References & Appendix |
| **Introduction** | Introduction to research report (to provide necessary information to the student for better understanding and comprehension of the report). <br><br> • Objective and purpose of the report <br><br> • Brief outline of the problems. <br><br> • Main concept used in the study and their theoretical background. |
| **Background** | • Description of the current situation — the context (e.g. - Development of organization over time, competitive environment, success and survival factors). |
| **Methodology** | How the investigation was carried out. <br><br> • Explain your methodology <br><br> • Justify your choice of analysis tools <br><br> • Refer to theories/models and relevant publications |
| **Data Analysis And Interpretation** | Objective wise analysis, Micro-analysis, Decodification of data, Tabulation of the data , Classification of Data, Use of graphs, Depiction of Bar diagrams, Histogram and its observation and inferences drawn. |

| | |
|---|---|
| **Findings and Recommendation** | Summary of major observation and recommendations including utility of observations and direction for future research. |
| **Conclusion** | **Conclusion** Restate the aim of the report and state how you have achieved it. Present the main findings and key recommendations in a summarized form for the reader's benefit. You should also restate the limitations of the report. |
| **Reference List** | A list of all sources referred to in the report |
| **Appendices** | Additional information that supports the findings, conclusions and recommendations |

## TYPING OF THE PROJECT REPORT:

| | |
|---|---|
| Type of paper | Executive bone (white) |
| Paper size | A4 size |
| Font | Times new roman |
| Font size ( chapter title) | 22 bold |
| Font size ( heading) | 16 bold |
| Font size( sub heading) | 14 bold |
| Font size ( body of the text) | 12 normal |
| Font size (footnote) | 10 normal |
| Margin | Left : 1 inch minimum |
| | Right : 1 inch minimum |
| | Top : 1 inch minimum |
| | Bottom : 1 inch minimum |
| Text alignment | Left aligned |
| Cover sheet | Project report should be bound in black resin with lettering in gold embossing / screen printing |
| Printing | One sided |
| Binding | Use perfect binding |

## STYLE OF WRITING:

- Every chapter must begin on new page.

- Page numbers are mandatory and should be given at the bottom (centre)

- Spell checks should be carried out.

- Diagrams and tables should be numbered as x.x (**E.g.** Fig. 3.1 for first figure in chapter 3) in the text of the discussion.

- The length of the Report should be about 80 to 100 pages.