School of Management Studies and Commerce

Project in Management-BBA (N)-PR-551

Examination for the coming semester

All the learners who have to undertake the Project Work shall mandatorily attend special counseling session. **The information regarding special counseling session shall be uploaded on the website.**

I. Objective of the Project:

Philosophically project work amounts to application of all the courses learnt in BBA Programme. It is an integral part of the management programme and its basic objective is to design, develop and validate the concepts that the learners have learnt in the programme. It will provide an opportunity to learners to identify the research questions and to investigate the same using management concepts in a logical and scientific manner.

It enables the learners to apply their conceptual knowledge in a practical situation, to learn the art of conducting a study in a systematic manner and presenting its findings in the form of a rational report.

II. Topic of Project:

The topic should be related to the **area of specialization** opted in the broader field of Management. The topic must be finalized in consultation with guide/ project-supervisor.

III. Project Proposal/Synopsis

A learner will prepare a synopsis of 5 to 10 pages on the topic chosen by him/her (Format A). Synopsis is a proposal for a research project which a student intends to carry out. **Synopsis of the project should be prepared in consultation with the supervisor and be sent in soft copy to bba@uou.ac.in**

N.B.-In any case the synopsis should not be submitted at the study-centre or at the Regional Centre.

The synopsis should necessarily contain the following-

1. Title
2. Statement of the Problem
3. Brief and representative Review of literature
4. Objectives of the study
5. Research Methodology-Sampling, instruments used
6. Scope/ Rationale/Limitations of Proposed Study
7. Proposed contents
8. Bibliography

Learners of BBA programme are expected to strictly adhere to the format mentioned above so as to bring the uniformity of structure. In research methodology, the students should write the methodology to be used, sampling techniques, sample size (if applicable) and the tools to be used in the analysis.

IV. Format of Project Report

Selecting appropriate topic for the project is extremely important. The topic of the study should be relevant, realistic and specific.

It should also be related to the area of specialization and interest. Further, the topic of project should be chosen in such an area in which information and material is easily available.

Learners will also have to choose an organisation for the project work (exempted in case of specialisation in finance).

Ideal length of the report may be about 80 to 100 pages, typed in double space (excluding appendices and exhibits). However, 10% variation on either side is permissible.

Research methodology is an integral part of the project report.

All the formats should be duly filled, signed and attached with the project report. These should be in the proper order, as desired.

The project report has to be prepared in the following order-

Certificates to be attached

I.	*Proforma for Approval of Project Proposal -*	*Format A*
II.	*Cover Page of Project Report –*	*Format B*
III.	*Declaration by the supervisor –*	*Format C*
IV.	*Declaration by the Study centre and Learner -*	*Format D*

V. *Specimen of NOC (Which ever applicable)/Certificate from the Organization –Format E*
VI. *Certificate to be issued by the study centre to the Organization- Format F*
VII. *Proforma for the learners appearing only in Viva-Voce - Format G*
VIII. *Remuneration for the supervision Format H*
IX. *A copy of Bank Challan*

Body of the Project Report

I. *Preface and Acknowledgements*
II. *Abstract- Not more than 500 words-* Structure of the whole text and major facts.
III. Table of contents-
IV. Main Body
   a. Chapter I-Introduction of the problem and relevant details about the Organization.
   b. Chapter II-Theoretical perspective- Literature Review(not more than 4,000 words)
   c. Chapter III-Research Methodology- the key research questions, the research design, and the research procedures adopted. One may also, where appropriate, indicate sampling methods, research instruments and statistical methods employed. The purpose is to inform the reader about the methods used to collect the data and generate the findings reported. It shall also include delimitation of the study.
   d. Chapter IV-Data Analysis and Discussion
   e. Chapter V-Conclusion, Findings and Suggestions
V. Research Instruments-Questionnaire (if applicable)

VI. Appendix and Annexure- Additional illustration of data sources, raw data and quoted citations which are too long to be placed in the text or Figures, Graphs and Tables. The appendix supports the written text of the research report.
VII. List of References-Format I

VIII. Bibliography-Format I

- One copy shall be retained by the learner for his/her future requirements.

V. *Eligible Project Supervisor-*

The list of supervisors is annexed with these guidelines on the website. Learners may also select the supervisor other than the list, as per their ease. Learners have to contact the supervisor personally, telephonically and electronically for preparing the synopsis and project report. The learner shall contact the supervisor residing near the study centre in which he/she is enrolled. However, it shall be the duty of the learner to contact the supervisor on the regular basis. The project supervisor will be paid a token

honorarium of Rs. 500 per learner **by the University** for guiding the learners after submission of declaration regarding the supervised projects. (Format J)

Learners are advised to send their Project Synopsis and *Curriculum-Vitae* of the proposed supervisor (it must be duly signed by the prospective supervisor) to bba@uou.ac.in for approval. (Eligibility for such Project Supervisor-Teacher in Management having 5 years of PG teaching experience/ Professionals holding Master's degree in Management or allied disciplines having a minimum of 5 years of experience in the relevant area.

Note: At a time a supervisor cannot guide more than ten students.

VI. Submission and Approval of the project proposal;

The synopsis/ project proposal shall be submitted to the School as per the schedule declared on the website as well as given in the prospect us. The following are also required to be submitted along with the project proposal-

- ***Curriculum-Vitae* of the Supervisor**
- **Approval from the organization (wherever required)- Format E (ii)**

VII. Communication of Approval-

Approvals of project proposals would be communicated on the email id mentioned in the project proposal. **The learners are instructed to check their email id for the same.**

VIII. Resubmission of the Project Proposal

If the project proposal is rejected, the comments or suggestions would be communicated via email and website to the learner for redrafting proposal or incorporating suggestions for the study. The revised project synopsis should be submitted with revised project proposal proforma and a copy of rejected synopsis to the School within 10 days. Further, learner whose project proposal was accepted, but s/he fails to submit the Project Report then such learner has to re-register for the project work in the next academic session.

IX. Submission of the Project Report

The project work shall be continuously monitored by the project supervisor.

One typed copy of the project report in Hard Copy along with a CD is to be submitted for evaluation to the Director, School of Management Studies and Commerce, Uttarakhand Open

University, Transport Nagar, Haldwani, Dist. Nainital, Uttarakhand, Pin code-263139

One typed copy of the project PDF format **should be mailed to bba@uou.ac.in**

Only one copy of the Project has to be sent to the University with an approved copy of synopsis and the other details shall be as per the guidelines given earlier. Kindly ensure that the student has retained one copy of the Project Report with him/ her for record and reference and for bringing it for the *viva-voce*.

Report shall only be submitted after the due approval of the synopsis. All required formats should be duly signed and scanned in the pdf file.

If a learner is unable to submit synopsis/ project report on time then s/he may have to pursue the Project Work afresh in the next session. The learners who are declared absent in the *Viva Voce* shall appear for the *viva-voce* in the next academic session. Such learners have to apply in Format-H before the last date of submission of the Project Report specified by the School.

Technical Specifications of the type-script of Project Report

- Paper : A4 size Bond Paper only (11"x 8.5")
- Fonts : Times New Roman, 12 font size, 'double' spacing
- Margin : Left 35 mm, Right 20mm, Top 35mm, Bottom 20mm
- Binding : Rexin Black Bound or Plastic & spiral bound

Cover Page of the report should indicate

- Title of the Report in BLOCK CAPITALS and the Course code BBA(N)-PR-551 at the Top.
- Full name of the student in capital letters and Enrolment No. followed by the Name and designation and official address of the Guide.
- Name of the Study Centre, in Block Capitals, and the Academic year at the Bottom.

X. Viva –Voce

Once the report is submitted at the Headquarters, the University will intimate the learner about the *viva voce*. The duration of the *viva voce* would be of about 20 minutes out of which about10 minutes would be allocated for power-point-presentation (PPT). Power point presentation should not exceed 10 slides covering the following aspects;

- Title
- Issue researched
- Objectives
- Hypothesis (or key questions)
- Outline of methodology

- Brief overview of Analysis
- Findings
- Suggestions

The *viva-voce* will also be based on the courses studied by the learners. So, they must be prepared in the courses studied by them, for BBA programme.

Project *viva-voce* will be conducted by the Expert Committee appointed by the University. A panel of external and internal examiners shall conduct such *viva-voce*. Learners shall carry a copy of project report submitted and the identity card for *viva voce*. Without the project report(in hard as well as in soft copy) and the identity card, no student will be allowed to appear at the *viva-voce*. The detail of the viva voce shall be uploaded on the website. Learners are instructed to continuously browse the website for the latest information regarding project guidelines.

If the Expert feels that the Project Work undertaken does not appear to be authentic or does not contribute towards the growth of the subject or it has been merely copied from some sources, the University has the right to reject the Project Work. In such a case the learner will not be allowed to appear in *viva-voce* and shall have to undertake the project work afresh in the next academic session.

XI. Enquiries

Any enquiries in respect of the Project work shall be addressed to The Director, School of Management Studies and Commerce, Uttarakhand Open University, Haldwani. (bba@uou.ac.in)

XII. Evaluation

Evaluation will be based on Project report, Presentation and Viva Voce.

	Duration
Presentation (in form of PPT not more than 10 slides)	10 minutes
Viva Voce (Project based and comprehensive)	10 -20minutes
Report Checking	20-30 minutes

Project Work carries 100 Marks

Project Report	70 marks
Presentation	15 marks
Viva voce (project based and comprehensive)	15 marks

A learner has to score 35 percent separately in Project Report and Viva Voce for completing BBA(N)-PR-551.

Note: Announcement regarding the centers for viva-voce shall be made separately.

XIII. Unfair Means adopted in Project Work

If any project report is found to be copied from some other learner or learners then such reports shall be treated under the use of Unfair Means. Further, if any learner is found guilty of Plagiarism during the period of assessment (both in Project Work and Viva Voce) then such cases shall also be reported to the UFM Committee. The Evaluation of the Project Report also includes Plagiarism through appropriate Software available with the School and the cases reported under check on Plagiarism (with plagiarism more than 20%) shall be considered for necessary action under Unfair Means.

For Academic Session: July

Last date for submission of Project Proposal: 10th Nov

Last date for submission of Project Report: 10th Dec

For Academic Session: January

Last date for submission of Project Proposal: 15th June

Last date for submission of Project Report: 15th July

All learners are hereby instructed to fill the admission and examination (main/back) form for V Semester before the last dates as announced by the University otherwise project shall not be accepted.

Formats and Specimens

School of Management Studies and Commerce

Proforma for Approval of Project Proposal (BBA(N)-PR-551)

Enrollment No……

Study Centre ……..... Study Centre Code……

Regional Centre ……. Regional Centre Code……...

Name and Address of the Student

……

……

Email Id of the Student (To be filled mandatorily) ……...
(Intimation of the synopsis would be communicated on the same email Id)
Alternate Email I d……

Mobile No. (To be filled mandatorily) ……...
Title of the Project ……...

……..

Specialization: Human Resource/Finance/Marketing/Manufacturing

Name of the Supervisor……...

Designation and Organization of the Supervisor……...

Qualification of the Supervisor……..

Total Experience……

Mobile No. and Email ID of the Supervisor……...

Is the supervisor an Academic Counsellor of Management Programme of UOU?
Yes ---------- No----------

If yes then Name and Code of Study Centre and the courses s/he is counseling for……

……

……

……...

No. of students under the supervisor for BBA(N)-PR-551 ……..

Signature of Supervisor ***Signature of Student***

Date: ***Date:***

(You are requested to enclose the Curriculum-vitae of the Supervisor and Synopsis of the Project along with this project proposal. In case the complete and signed CV of the Supervisor is not enclosed, the proposal will not be entertained.)

For Office Use only

	Approved	***Not Approved***
Synopsis		
Supervisor		

PROJECT REPORT
On

……

……

SUBMITTED TO THE
SCHOOL OF MANAGEMENT STUDIES AND COMMERCE
IN PARTIAL FULLFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR IN BUSINESS ADMINISTATION

Under the supervision of
Name of the Supervisor
Designation

By

Name
Enrolment No.
Study Centre ……..
Regional Centre……...

Uttarakhand Open University
Haldwani (Nainital), Uttarakhand
(Academic Year)

CERTIFICATE OF SUPERVISOR (GUIDE)

Certified that the work incorporated in this Project Report..... (Title) submitted by … ..... (Learner's name) is his/her original work and is satisfactorily completed under my supervision.

Material obtained from other sources has been duly acknowledged in the Project Report.

Date :

Signature of Guide :

Format D-Declaration by the Study Centre and Learner

DECLARATION BY THE LEARNER

This is to declare that I have carried out this project work myself for.....Program of Uttarakhand Open University.

The work is original, has not been copied from anywhere else and it has not been submitted to any other University/Institute for an award of any degree/diploma.

Date :

Place :

Name :

Signature :

To be submitted to the University

This is to certify that Mr/Ms..... is enrolled as a student in the BBA Programme of Uttarakhand Open University at the ..... Study centre/Regional Centre.

(Note to Candidate: Strike out one of the following which is not applicable)

- He/She is currently in the final year of the above degree programme.

or

- He/She appeared in the final semester/year exam of the above degree, but has a backlog to be cleared from an earlier semester/year, and therefore cannot produce a course completion certificate now.

(Whichever is applicable)

Date:

Signature and Office Seal of

Study Centre Coordinator/Regional Centre Coordinator/Programme Coordinator at the University

Format -E

(i) **SPECIMENOF NO OBJECTION CERTIFICATE (Which ever applicable)**

(a) FOR EMPLOYED LEARNERS

This is to certify that ..... (learner's name) is an employee of this
Institute/organization for the past …….....
We have no objection to his/her carrying to carry out a project work titled "……
…"
in our organisation to be submitted to the SOMC, UOU in partial fulfilment of requirements for the degree of the.....Program.
We wish him/her all the success.
Seal of the company Signature of the competent authority of the Institute/Organization
Place:

or

(b) FOR NON EMPLOYED LEARNERS- SPECIMEN OF NO OBJECTION CERTIFICATE

This is to certify that …….. (Learner's name) is permitted to use relevant data/information of this organization for his/her project in partial fulfilment of requirements for the degree of the.....Program.
We wish him/her all the success.

(ii) **Certificate from the Organization**

Training completion certificate issued by organization concerned on Original Letter Pad mentioning Title of the project, period of project work undertaken and the Name of the learner along with the assessment of the overall performance of the student duly signed by the competent authority.

TO WHOM IT MAY CONCERN

This is to certify that..... has completed his/her project work in this organisation and worked on the same from ……. to..... date.

He/ She worked on the project tilted_____.

He/She was found sincere and hard working during this tenure.
We wish him/her all the best for his/her future endeavours.

Assessor's Name: ----------
Designation: ----------
Organization Name and Address: ----------
Email id: ----------
Contact No: ----------

Format-F

To Whom It May Concern

This is to certify that Mr/Ms..... is enrolled as a student in the BBA Programme of Uttarakhand Open University at the ……. Study centre/Regional Centre.

(Note to Candidate: Strike out one of the following which is not applicable)

● He/She is currently in the final year of the above degree programme.

or

● He/She appeared in the final semester/year exam of the above degree, but has a backlog to be cleared from an earlier semester/year and therefore cannot produce a course completion certificate now.

(whichever is applicable)

Date:

Signature and Office Seal of

Study Centre Coordinator/Regional Centre Coordinator/Programme Coordinator at the University

Format-G

Proforma for the Learners Appearing only in the Viva Voce

For the Learners whose Project Report has been submitted and approved (scored pass marks in the Project Work) but Viva-Voce is due.

Name of the Learner:……

Enrollment Number:……

Specialization:……

Title of the Project Report:……

Academic Session in which the Project Report was submitted:……

Marks Awarded for the Project Report:…….....

Email Id:……

Mobile No……..

I hereby request that the Project Report submitted and approved may kindly be considered for the viva-voce for this academic session also i.e. ……

Signature of the Learner:

Date:

Place:

Format -H

Remuneration for the Supervision of BBA (BBA(N)-PR-551) Project Work

Name of the Supervisor: ……

PAN No. …….

Account No. ……..

Bank Name ……..

IFSC Code ……

Projects Supervised (No.) :……..

Learners Name: 1……..

2. ……

3. ……

4. …….

5……

6. ……..

7. …….

8. …….

9. ……..

10. …….

Total Amount ..... @ Rs 500 per project

I hereby confirm that the above projects are supervised under my guidance.

Signature:

Date:

To be filled-in by the Office

Verified by :

Name :

Signature:

Format -I

Sample Reference/Bibliography:

Bibliography:
For books: Surname, Initials (Year of Publication), Title, Publisher, Place of Publication.
Crow, L.D. and Crow (1973), A., *Educational Psychology*, Eurasia Publishing House, New Delhi.(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm).
For chapters in edited books: Surname, Initials (Year), "Title", in Editor's Name, Initials (Ed.), Title, Publisher, Place.
Guthrie, E.R. (1942), "Conditioning: A theory of learning in terms of stimulus, response and association" in N. B. Henry (Ed.),*The Forty-first Year Book of the National Society for the Study of Education, Part II. The Psychology of Learning*, University of Chicago Press, Chicago.
(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm)
For articles: Surname, Initials (Year), "Title", Journal Name, Volume, Number, and Pages.
Bower, G.H and Karlin, M.B. (1974), "Depths of processing pictures of faces and recognition memory", *Journal of Experimental Psychology*,Vol.103.
(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm)

References:

A full reference list should be included.
For books: Surname, Initials (Year of Publication), Title, Publisher, Place of Publication, page no..
Crow, L.D. and Crow (1973), A., *Educational Psychology*, Eurasia Publishing House, New Delhi.(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm).
For chapters in edited books: Surname, Initials (Year), "Title", in Editor's Name, Initials (Ed.), Title, Publisher, Place, Pages.
Guthrie, E.R. (1942), "Conditioning: A theory of learning in terms of stimulus, response and association" in N. B. Henry (Ed.),*The Forty-first Year Book of the National Society for the Study of Education, Part II. The Psychology of Learning*, University of Chicago Press, Chicago, p.30
(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm)
For articles: Surname, Initials (Year), "Title", Journal Name, Volume, Number, and Pages.
Bower, G.H and Karlin, M.B. (1974), "Depths of processing pictures of faces and recognition memory", *Journal of Experimental Psychology*,Vol.103,pp.751-757.
(Times New Roman, 10 pt., left aligned, hanging indent 0.5 cm)

Electronic sources should include the URL of the web site at which they may be found along with the date of latest access.