



**BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY)  
CENTRE FOR DISTANCE AND ONLINE EDUCATION, PUNE  
SCHOOL OF ONLINE EDUCATION**

---

**GUIDELINES FOR CAPSTONE PROJECT  
(For Students)**

• **Before starting Project Report -**

1. Student is expected to join any company of student's choice and complete 50 days as a part of Internship.
2. Student should attach Certificate from Company (Letterhead of Company) after completion of 50 days project.
3. Student will receive email with Name, Mobile No & Email ID of Project Guide.
4. Student is expected to approach to the allotted Project Guide by University. If student approaches any other Project Guide in such case Project Report will not be accepted & Viva-Voce will not be conducted.
5. Based on the electives opted by student (e.g. Marketing & Finance), student can select the area & Title of Project Report accordingly.
6. As per the suggestions / changes suggested by Project Guide, student must prepare the project report.
7. The rough draft of project report is to be submitted on or before 31<sup>th</sup> January, 2023 to the respective Project Guide.
8. The final project report is to be submitted on or before 25<sup>th</sup> February, 2023 to the respective Project Guide.
9. Project Guide will give 30 Marks based on student performance & project report submission. Subject to submission of Project Report before deadline. The recommendation of project guide is kept into consideration for evaluation & assessment.
10. Project Guide will conduct minimum 3 common meeting, based on that student's Progress Report will be submitted by Project Guide. Student attendance is mandatory for these online meetings.
11. The Online Viva-Voce will be conducted of 70 Marks. If student fail to appear then they will be marked ABSENT.
12. The indicative project work titles are attached in Annexure A.
13. Project Report Format is attached in Annexure B.

14. Detailed Project Report format / Page Layout / Technical Details etc. are attached in Annexure C.
15. Initial Pages Format of the Project Report is attached in Annexure D.
16. Important instructions for submission of Project Report.



• **Annexure A -**

The student can select any Title of Project Report based on dual electives. Following are some proposed Title of Project Report based on Electives –

Sr. No.	Elective	Proposed Title of Project Report
1	Finance Management	<ul style="list-style-type: none"> <li>•Study of Financial aspect of an Organization.</li> <li>•The Financial Problems faced by the Company.</li> <li>•Portfolio Management.</li> <li>•Stock Preferences of Customers of Company dealing in Stock Market.</li> <li>•Impact of Mergers &amp; Acquisitions on Performance of the Companies</li> <li>•Impact of Budget on Company's Performance.</li> <li>•Credit Appraisal for Working Capital and Term Loan Financing.</li> <li>•Impact of Technology in Financial Management.</li> <li>•Financial and Tax Planning.</li> <li>•Investment Avenues available to the Customers and their return.</li> <li>•Study &amp; Analysis of Performance of Mutual Funds.</li> <li>•Study &amp; Analysis of Current Investment Trends &amp; Investors Preferences.</li> <li>•Performance Analysis of Equity shares (Fundamental &amp; Technical)</li> <li>•Performance Evaluation of Banking sector</li> <li>•Study of Investors Preferences towards Insurance Policies</li> <li>•Analysis of Debt Market (WDM &amp; RDM)</li> <li>•Study &amp; Analysis of Investment in Real Estate</li> </ul>
2	Human Resource Management	<ul style="list-style-type: none"> <li>•Study of Job Satisfaction in organization</li> <li>•Corporate Social Responsibility.</li> <li>•H.R Policy &amp; Practices of the Organization.</li> <li>•Identification of Training needs</li> <li>•Evaluation of Training</li> <li>•Impact of Training on Sales Performance</li> <li>•Recruitment &amp; Selection process and its Evaluation</li> </ul>

		<ul style="list-style-type: none"> <li>•Current Trends in Industrial Relations.</li> <li>•Study of Attrition in an Organization.</li> <li>•Study of Retention Strategies in an Organization.</li> <li>•Study of Performance Appraisal System</li> </ul>
3	Marketing Management	<ul style="list-style-type: none"> <li>•Study of Different marketing Channels &amp; their Impact on Sales.</li> <li>•Customer Relations Management.</li> <li>•Impact of Advertisement on Sales of the Product.</li> <li>•Customer Experience Management</li> <li>•Marketing Analysis of Company</li> <li>•Comparative Analysis with Competitor through Customer Mapping and Price Mapping</li> <li>•Impact of Marketing Strategies on Consumers Buying Intention.</li> </ul>
4	General Management Topics	<ul style="list-style-type: none"> <li>•Competitive Strategies of the Company</li> <li>•Nature of firm, Hierarchy and markets.</li> <li>•Porter's Model for Studying the Extent of Competition.</li> <li>•Role of Leadership in Strategic Management.</li> <li>•Managing Transition from Entrepreneurial Firms to Professional Firms</li> <li>•Corporate Governance</li> <li>•Business Intelligence and Knowledge Management</li> <li>•Manufacturing Strategies for Competitive Advantage</li> <li>•Total Productive Maintenance</li> <li>•TQM</li> <li>•Six Sigma and e-procurement</li> <li>•Comparative Study of Products of the Company with Competition</li> </ul>

- **Annexure B -**

Sr. No.	Name of Chapters	Page No
1	Introduction	
2	Research Methodology	
3	Conceptual Discussion	
4	Data Analysis & Interpretation	
5	Findings, Suggestions and Conclusion	
6	My contribution to the body of knowledge	
7	References	
	<b>Appendix</b> Here a sample Questionnaire, FAQ (Frequently Asked Questions) and any other relevant documents may be included.	
	<b>Bibliography</b> Reference Books, Journals, Newspapers, Web Sites, Reports etc are to be listed out here. (Examples of Books, Magazines, Journals and Newspapers as referred by the students are given below.)	
	<b>Books</b> Kotler Philips, Marketing Management Analysis, Planning Implementations & Control Edition, 1998. Prentice Hall of India Ltd. New Delhi.	
	<b>Magazines, Journals &amp; Newspapers.</b> Name of the articles, eg Business Today: 15-22 May 2012 Name of the articles, eg The Times of India. Mumbai: 1st May 2012.	

- **Detailed Chapter Scheme / Index –**

**Chapter 1: Introduction -**

The purpose of introduction is to introduce the research project to the readers. It should contain history of the organization, past and current practices, new technology and future strategies. Enough background should be given to make clear to the readers why the problem was considered worth investigating. A brief summary of other relevant research may also be stated so that the present study can be seen in that context. The hypotheses of study, if any, and the definitions of the major concepts employed in the study should be explicitly stated in the introduction of the report.

In this chapter the following minimum contents should be covered.

- Overview of industry as a whole.
- Profile of the organization (History, Vision, Mission, Objectives, Functions etc).
- Problems of the company/Industry (Growth of Industry, Players in Industry, size, contribution in GDP, Total employees, global practices, etc).
- Competitors information.
- SWOT analysis of the organization.

**Chapter 2: Research Methodology -**

- Statement of the Problem
- Objectives & Scope of Study
- Managerial usefulness of study
- Type of Research and Research Design
- Data Collection Method
- Limitations of Study

**Chapter 3: Conceptual Discussion -**

- Review of Literature (Discussion about the work done by others on similar issues and published articles/books/research projects etc)
- Current Issues (From Newspaper, Journals –For Company and Industry)
- New Development of Company and Industry

**Chapter 4 : Data Analysis & Interpretation -**

- Methods and techniques of data analysis (Questionnaire, Graphs, Statistical Methods, SPSS etc)

- Primary Data Analysis
- Secondary Data Analysis

#### **Chapter 5 : Findings, Suggestions and Conclusion –**

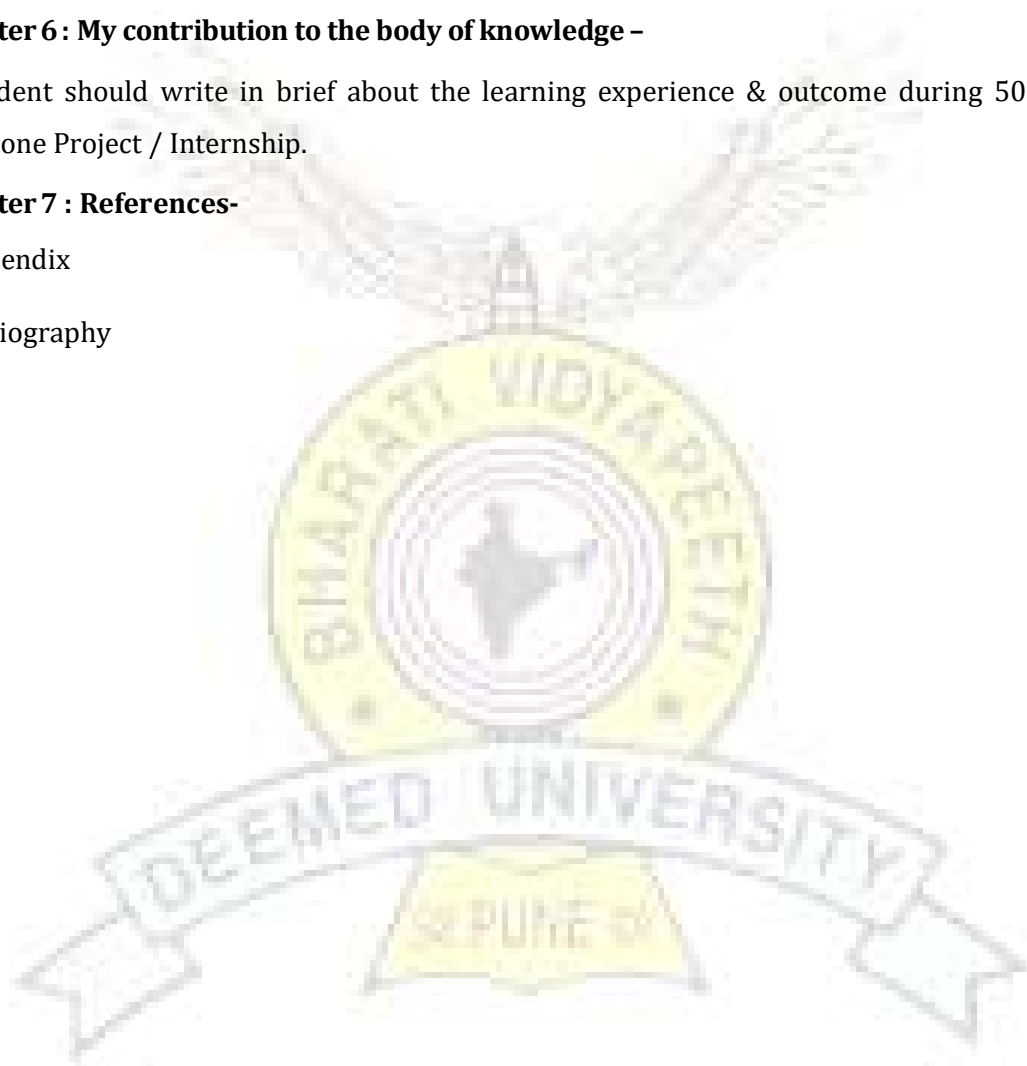
- Findings - Student should mentioned key Findings based on data analysis & interpretation.
- Suggestions – Based on Findings & theories / knowledge of student should mention suggestions in brief.
- Conclusion – At the end of the Capstone Project, student should write in brief own conclusion based on project report.

#### **Chapter 6 : My contribution to the body of knowledge –**

- Student should write in brief about the learning experience & outcome during 50 days of Capstone Project / Internship.

#### **Chapter 7 : References-**

- Appendix
- Bibliography



- **Annexure C -**

- **Size**

The size of the paper should be standard A 4; height 297mm, width 210mm.

- **Typesetting, Text Processing and Printing**

The text should be printed on LaserJet or Inkjet printer. The text has to be processed using a standard text processor. The standard font should be in Times New Roman of 12 pts with 1.5-line spacing.

- **Page Format**

The printed sheets shall have the following margins:

Top margin	15 mm
Head height	3 mm
Head separation	12 mm
Bottom margin	22 mm
Footer	3 mm
Foot separation	10 mm
Text height	245 mm
Text width	160 mm

When header is not used the top margin should be of 30mm.

- **Left and Right margins**

The candidates shall have the options of single or double-sided printing.

\*Single sided/Odd number page (in double sided printing) Left margin 30 mm

Right margin 20 mm

- **Numbering**

Page numbering in the text of the Projects shall be Hindu-Arabic numerals at the centre of the footer. But the candidates opts for header style the page number should appear at the right and left top corner for the odd and even number pages, respectively.

The subsequent chapters should begin on a fresh page. When header style is chosen the first page of each chapter should not have the header and the page number has to be printed at the centre of the footer.

Pagination for pages before the Introduction chapter shall be in lower case Roman numerals, e.g; "iv".



- **Header**

When the header style is chosen, the header can have the Chapter number and Section Number (e.g., Chapter 2, Section 3 on even number pages headers and Chapter title or Section title on the odd number page header).

- **Paragraph format**

Vertical space between paragraphs should be of about 2.5 line spacing.

The first line of each paragraph should normally be intended by five characters or 12 mm.

A candidate may, however, choose not to indent if(s) he has provided sufficient paragraphs separation.

A paragraph should normally comprise more than one line. A single line of a paragraph should not be left at the top or bottom of a page (that is, no windows or orphans should be left).

The word at the right end of the first line of a page or paragraph should, as far as possible, not be hyphenated.

- **Chapter and Section format**

Each chapter should begin on a fresh page (odd number page in case of double sided printing) with an additional top margin of about 75 mm. Chapter number (in Hindu-Arabic) and title should be printed at the centre of the line in 6 mm font size (18 pt) in bold face using both upper and lower case (all capitals or small capitals should not be used). A vertical gap of about 25mm should be left between the Chapter # and chapter title lines and between chapter title line and the first paragraph.

- **Sections and sub-sections**

A chapter can be divided into Sections, Sub-sections and Sub-Sub-sections so as to present different concepts separately. Sections and sub-sections can be numbered using decimal points, e.g., 2.2 for the second Section in Chapter 2 and 2.3.4 for the fourth Sub-section in third section of Chapter 2. Chapters,

Sections and Sub-Sections should be included in the contents with page numbers flushed to the right. Further subsections need not be numbered or included in the contents.

The Sections and Sub-sections titles along with their numbers in 5 and 4 mm (16 mm and 14 pt) fonts, respectively, in bold face should be flushed to the left (not cantered) with 15 mm space above and below these lines.

In further subdivisions character size of 3 and 3.5 with bold face, small caps, all caps and italics may be used for the titles flushed left or cantered. These should not feature in the contents.

- **Table/Figure Format**

As far as possible tables and figures should be presented in portrait style. Small size table and figures (less than half of writing area of a page) should be incorporated within the text, while larger ones may be presented in separate pages. Table and figures should be numbered chapter wise. For example, the fourth figure in Chapter 5 should bear the number figure 5.4 or Fig.5.4.

Table number and title should be placed above the table while the figure number and caption should be located below the figure. Reference for Table and Figures reproduced from elsewhere should be cited in the last and separate line in the table and figure caption, e.g. (after McGregor [12]).sgas

- **Bound back**

The degree, the name of the candidate and the year of submission should also be embossed on the bound (side) in gold.

- **Lettering**

All lettering should be embossed in gold.

- **Blank sheets**

In addition to the white sheets (binding requirement) two white sheets should be put at the beginning and end of the Project.

submitted in partial fulfilment of the requirements of Summer Training, the name and Roll No. of the candidate, name (s) of the supervisor and co-supervisor (s) (if any), Department, Institute and year of submission (sample enclosed).

- **List of Figures and Tables**

Two separate lists of Figure caption and Table titles along with their numbers and corresponding page numbers against them shall follow the Contents.

- **Abbreviation Notations and Nomenclature**

A complete and comprehensive list of all abbreviations, notations and nomenclature including Greek alphabets with subscripts and superscripts shall be provided after the list of tables' figures. (As far as possible generally accepted symbols and notation should be used.)

Auxiliary page from dedications (if any) to abbreviations shall be numbered using Roman numerical in lower case, while the next starting from the Introduction shall be in Hindu-Arabic. (The first pages in both the cases shall not bear a page number).

- Annexure D -



**Bharati Vidyapeeth (Deemed to be University),  
Centre for Distance and Online Education, Pune  
School of Online Education**

**Project Report  
On**

**“Title of the Capstone Project”**

**at**

**Name of the Company**

**Submitted in Partial Fulfilment of the Requirements for the  
Award of Degree of  
Master of Business Administration (Online Mode)  
2022 – 2023**

**Submitted by  
Name of the Student  
(PRN No - .....)**

**Guided By  
Name of the Project Guide**

## **Certificate from the Company**

**(On Company's Letter head)**

This is to certify that **Name of the Student** son/daughter of **Name of the Father** pursuing MBA (Online Mode) from **Bharati Vidyapeeth (Deemed to be University), Centre for Distance and Online Education, School of Online Education, Pune** has successfully completed the **Capstone Project Report** in our organization on the topic titled, "**Title of the Project**" from **DD/MM/YYYY** to **DD/MM/YYYY**. During his/her project tenure in the organization/company, we found him/ her hard working, sincere and diligent person and his/her behaviour and conduct was good. We wish him/her all the best for his/her future endeavours.

**Signature**  
**Name of Company Mentor**  
**Designation**

**Seal**

### **Declaration**

The project report entitled **"Title of the Project"** Submitted to Bharati Vidyapeeth (Deemed to be University), Centre for Distance and Online Education, School of Online Education Pune in partial fulfilment of the requirement for the award of the degree of MBA (Online Mode) is an original work carried out under the guidance of **Name of the Project Guide**. The matter embodied in this project is a genuine work done by me to the best of my knowledge and belief and has not been submitted before, neither to this University nor to any other University for the fulfilment of the requirement of any course of study.

**Signature (Scan & Paste)**

**Name of the Student**

**PRN No -.....**

## **Acknowledgement**

Apart from my efforts, the success of my project depends largely on the encouragement and guideline of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I am gratefully indebted to our esteemed guide **(Name of the Project Guide)** for his / her sincere guidance and priceless support which would have been impossible for us to complete this project.

I express my gratitude to the staff members of Bharati Vidyapeeth (Deemed to be University), Pune who directly or indirectly helped me. I would also like to express my sincere gratitude to all my office colleagues in **(Name of the company)**.

Finally I thank Centre for Distance and Online Education, Pune (CDOE) School of Online Education (SOE) for giving me this golden opportunity to do my summer internship in **(Name of the company)**.

**Signature (Scan & Paste)**

**Name of the Student**

**PRN No -.....**

• **Important instructions for submission of Project Report -**

1. Take necessary guidance & get project report approved from your respective Project Guide.
2. Student should submit Project Report (in PDF Format only) to respective Project Guide only.
3. Rename the PDF file with PRN & Name of Student.
4. Submit project report before the deadline.
5. Attend the online Viva-Voce Examination as per the schedule. Failing which ABSENT will be marked.
6. Follow all the deadlines issued by CDOE, SOE.

\*\*\*\*\*

