

Mini Project (DBB2106) Guidelines
Bachelor of Business Administration (BBA)
Third Semester



Directorate of Online Education
Manipal University Jaipur

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1. INTRODUCTION

Every learner will undertake Mini Project work in the III semester starting with the synopsis and culminating with the project report as per the guidelines given below. Project may be done either at place of work or any other location, in the chosen area of specialization are required to complete the programme. The Mini Project work is equivalent to four credits. The learner needs to submit the Synopsis and the Project Report will be evaluated based on Content and in the form of Viva-voce.

Note: The topic once registered for synopsis will not be change or modify.

2. GUIDELINES

- Completed mini project must be typed and formatted neatly and soft copies should be uploaded on or before the submission cut-off date.
- Follow the specified format and complete all the details, ensure that your report is according to the specified guidelines, the page limit of mini project shall not exceed 60-80 pages of A-4 size (including the Synopsis which may range between 6-7 pages).
- Use Times New Roman, (Size 14, Bold) for Title, Times New Roman, (Size 12, Bold) for Sub-Titles, Times New Roman, (Size 12) for content, 1" Margin in all sides and Justified alignment for the entire document.
- **Mini Project submissions are accepted only in .pdf format.** Mini Project report submitted in ZIP / RAR or any other format will not be considered for Submission and will be awarded Zero marks.
- Multiple submissions are not allowed. Late submissions will NOT be accepted.
- Please restrict the mini project document size to 15 MB. Insert images (wherever required) of very high resolution into the document within the specified file size limit.
- Upon successful submission of Mini Project in LMS, you can verify using preview tab the document submitted. In case the file format has been corrupted due to any reason or wrong document submission, will not be considered for evaluation.
- If your report is on pen drive, please copy the files to system local drive and then upload your report.

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3. TOPICS FOR MINI Project

i. MARKETING SPECIALISATION:

1. Channel Management
2. Wholesaling
3. Supply Chain Management
4. Logistics Management
5. Consumer Behaviour
6. Market Segmentation
7. Marketing Research Dynamics
8. Retail Marketing

ii. FINANCE SPECIALISATION:

1. Behavioral Finance
2. Portfolio Management
3. Capital Asset Pricing Model
4. Mergers & Acquisitions
5. Joint Ventures

iii. HUMAN RESOURCE SPECIALISATION:

1. Human Resource Accounting
2. Recruitment & Selection
3. Career Management
4. Employee Relations Management
5. Human Resource Audit

Learners may select any one topic from the above-mentioned list of topics but not limited to this.

4. FORMAT & GUIDELINES FOR PREPARATION & SUBMISSION

4.1 Term Paper Report Model / Format:

4.1 Synopsis Format:

S.No.	Chapter	Topic	Word Limit
1.		Title of the project	Not more than 20 Words
2.	I	Introduction	Not more than 1 page
		About Topic	Not more than 600 words
		About Company / Industry	Not more than 1000 words
3.	II	Objectives of the study	Not more than 1 page
4.	III	Review of Literature & problem statement	Not more than 1 pages
5.	IV	Proposed Research Methodology	Not more than 1 page
6.	V	Discussion / Practical Implication	Not more than 1 page
7.	VI	Scope for further study	Not more than 1 page
8.	VII	Conclusion	Not more than 1 page
9.		References	Maximum of 8-10 references

4.2 Mini Project Report Format:

S.No.	Chapter	Topic	Word Limit
1.		Title Page including project title, roll number and course specialization	Not more than 1 page
2.		Table of content	Not more than 2 pages
3.	I	Introduction	Not more than 15 pages
		About Topic	
		About Company / Industry	
3.	II	Objectives of the study	Not more than 1 page

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4.	III	Review of Literature & problem statement	Not more than 7-8 pages
5.	IV	Proposed Research Methodology ✓ Research Hypotheses ✓ Research Model ✓ Research Plan ✓ Sampling Plan ✓ Research Procedure	Not more than 5 pages
6.	V	Data Analysis & Interpretation	Not more than 10 pages
7.	VI	Result & Discussion	Not more than 5 pages
8.	VII	Conclusion	Not more than 2 pages
9.	VIII	Recommendations	Not more than 1 page
9.	IX	Limitations & Scope for future research	Not more than 1 page
10.		References	Maximum of 30-40 references

4.3 Content Page:

Following details can be uploaded on Content Page of Synopsis & Project Report

Synopsis & Project Report

Every Learner will undertake study with related to any industry / company with any topic of his/her choice, as per the guidelines (shared separately).

Learners are instructed to prepare the Synopsis & Project Report (.pdf) as per the guidelines for evaluation. Document submissions are accepted only in .pdf format. Project Synopsis / Report submitted in ZIP / RAR or any other format will not be considered for Submission and will be awarded Zero marks for term paper.

File Name can be Name of the Learner Reg.No MiniProject

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4.4 List of questions for preparing Section C:

Answer all questions. Each question carries equal marks (5X4=20 Marks)

1. What prompt you to choose this topic?
2. How would you have connected objectives of your topic with the research gaps identified in review of literature?
3. What are the challenges you faced while conducting your data collection?
4. How can you relate objectives of your study with data analysis?
5. How would your analysis contribute to industry practice?

5. EVALUATION CRITERIA

Section	File/Document	Marks
Section - A	Synopsis	30
Section - B	Project Report	50
Section – C	Answer for Viva Questions	20
Total		100

The last date for submission of Project would be 30, June 2023. This is the last date, and no further extension will be considered.
