


KANNUR UNIVERSITY

(Abstract)

Bachelor of Business Administration (BBA) Programme (**Revised Syllabus of 6B21 BBA(Core XXI) “Placement Training and Project Report”**) under Choice Based Credit Semester System – Modified w.e.f 2014 admission -Orders issued.

ACADEMIC ‘C’ SECTION

U.O. No.Acad/C1/2181/2016

Civil Station P.O,Dated, 26 -12-2016

Read:- 1. U.O.No.Acad/C1/2881/2014 dated 03-05-2014.

2. Minutes of the Board of Studies in Management Studies(UG) held on 29-07-2016.

3. Letter dated 24.11.2016,Chairman, Board of Studies in Management Studies (UG).

ORDER

1.The Scheme and Syllabus of B.B.A (Core, Complementary and Open Courses) Programme under Choice Based Credit Semester System were implemented in the University with effect from 2014 admission vide paper read (1) above.

2.The meeting of the Board of Studies in Management Studies (UG) held on 29.07.2016 vide paper read (2) above recommended to modify the Syllabus of the paper **6B21BBA (Core XXI) - “Placement Training and Project Report”** by incorporating details of Project report in the VIth Semester of BBA Programme implemented w.e.f 2014 admission.

3.Sri. Biju Joseph ,Chairman, Board of Studies in Management Studies (UG) vide paper read (3) above, forwarded the modified Syllabus of the paper **6B21BBA (Core XXI) - “Placement Training and Project Report”** of BBA Programme.

4. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the modified Syllabus of the paper **6B21 BBA “Placement Training and Project Report”in the VIth Semester of BBA Programme with effect from 2014 admission as recommended by the Board of Studies in Management Studies (UG)** under Choice Based Credit Semester System , subject to report to the Academic Council.

5. Orders are, therefore, issued accordingly.

Sd/-

JOINT REGISTRAR (Acad)

For REGISTRAR

To


The Principals of Colleges offering BBA Programme

Copy to :

1. The Examination Branch (through PA to CE).
2. SF/DF/FC



Forwarded/By Order


SECTION OFFICER



For more details; log on www.kannur university .ac.in

APPENDIX TO ORDER No.Acad/C1/2181/2016 Dated 26/12/2016.

**SEMESTER VI
6B21BBA (Core XXI): PLACEMENT TRAINING AND
PROJECT REPORT**

Introduction

During the sixth semester the candidate shall do a research project on a relevant business/management/banking/commerce topic. This research project is envisaged as a practical application of the research methodology course studied in the fourth semester of BBA Programme. Therefore, it is essential that primary data is collected as part of the research at least to some extent. Maximum four students as a group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project shall be done without being attached to any business organization.

The candidates together shall prepare and submit a project report to the Department. The project report should be submitted to the Head of the Department on the last working day of the sixth semester.

The candidates together as a group shall prepare two copies of the report and submit them in the department. Out of the two copies submitted in the department, one copy shall be handed over to the external examiner at the time of viva-voce examination, which may be treated as a copy submitted to the University. The report shall be prepared as per American Psychological Association (APA) or Modern Language Association (MLA) format.

Stages of Research Project

The research project shall have the following stages:

- Selection of a broad area
- Preliminary review of literature
- Selection of a specific topic/research problem
- Detailed review of literature
- Establishment of research objectives
- Identification of variables

- Deciding the research design
- Preparation of the draft data collection tool
- Pre testing of the data collection tool
- Finalisation of the tool
- Field work and data collection
- Data analysis
- Report writing
- Draft project report presentation
- Final project report submission

Sample size

Since the project is a group exercise, at least 100 samples should be selected for the study

Use of Statistical software

Students shall be encouraged to use statistical software for data analysis.

Structure of the report

1. Title page
2. Declaration by the student
3. Bonafide Certificate from guide countersigned by HOD
4. Acknowledgements
5. Table of Contents
6. List of Tables
7. List of charts and diagrams
8. List of Symbols, Abbreviations
9. Chapter I: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology etc.)
10. Chapter II: Review of literature
11. Chapters III: Theoretical framework
12. Chapters IV: Data Analysis and Interpretations
13. Chapter V: Summary of findings and implications and Recommendations

14. Bibliography (books, journal articles etc. used for the project work).

15. Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Page size and typing instructions

The project report shall be prepared in A4 sized bond paper. The report shall be printed and spiral bound/hard bound with not less than 60 pages. The general text of the report shall be typed with 1.5 line spacing. The general text shall be typed in the font 'Times New Roman' with font size 12. Paragraphs shall be arranged in justified alignment with margins 1.25" each on top, bottom, left and right of the page with portrait orientation. No **boarder** line should be given to the pages.

Report Preparation format

1. Cover page & Title page

A specimen copy of the cover page & title page of the project report are given in Appendix I

2. Bonafide certificate

The Bonafide certificate shall be in double line spacing using font style times new roman and font size 14 as per format in appendix II. The certificate shall carry the supervisors signature and shall be followed by supervisors name, academic designation (not any other responsibilities of administrative nature), department & full address of the institution where the supervisors has guided the student. The term 'SUPERVISOR' must be typed in capital letter above the SUPERVISOR's name and academic designation .It shall be countersigned by the HOD.

3. Declaration by the student- Appendix III

4. Acknowledgement by the student

It shall contain gratitude towards the help, service, facilities etc. offered by individuals and institution for completing the project report

5. Table of contents

The title page, Bonafide certificate and declaration by the student will not find a place among the items listed in the table of contents but the page numbers of which are in lower case Roman letters.

6. List of tables

The list should exactly the same caption as they appear above the table in the text. By the word table, is meant, tabulated numerical data in the body of the project report as well as in the appendices.

7. List of figures

The list should exactly the same caption as they appear below the figures in the text. All the other nonverbal material used in the body of the project work and appendices such as charts, graphs, maps, photographs and diagrams may be designed as figures.

8. List of symbols, Abbreviation and Nomenclature

Standard symbols, abbreviations shall be used where ever necessary

9. Chapters

Depending on the nature of the project selected by the student the introductory chapter should invariably contain the background of the study, the problem, objectives, limitation, methodology and review of earlier studies. The main text will be divided in to several chapters and each chapter may be further divided in to several sub-divisions.

10. Appendices

Appendices are provided to give supplementary information, which if included in the main text, may serve as a distraction and cloud the central theme.

- Appendices should be numbered using Roman letters, e.g. Appendix 1, Appendix II etc.
- Appendices, tables and reference appearing in Appendices should be numbered and referred to at appropriate places just as in the case of chapters.
- Appendices shall carry the title of the work reported and the same title shall be made in the contents page also.

11. List of references

The listing of references should be typed 4 spaces below the heading “REFERENCES” in alphabetical order in single spacing with left aligned. American Psychological Association (APA) or Modern Language Association (MLA) style shall be followed for references.

Evaluation of project report

The project report shall be subject to internal and external evaluation:

Maximum 10 marks shall be awarded by the supervising teachers. The internal marks shall be given as described below. Maximum 40 marks shall be awarded by external examiners. Out of the external 40 marks, 20 marks shall be given for the report and 20 marks shall be given for the performance in viva voce examination as specified below. All the group members shall be given equal marks for their report and the viva-voce marks may vary based on the performance of each student in viva voce examination.

Internal Evaluation (10 marks or 20% of total marks)	
Components	Marks
Punctuality	2 (20%)
Use of data	2 (20%)
Scheme/organization of report	3 (30%)
Viva- Voce	3 (30%)
Total	10

External Evaluation (40 marks or 80% of total marks)	
Components	Marks
Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	8 (20%)
Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	12 (30%)
Viva-Voce	20 (50%)
Total	40

APPENDIX- I

(A typical Specimen of cover page & Title page)

TITLE OF PROJECT REPORT

<1.5 Line spacing>

A PROJECT REPORT

Submitted by

< *Italic*>

NAMES OF THE CANDIDATES (REG No)

Under the supervision of

(NAME OF THE SUPERVISOR)

In partial fulfillment for the award of degree in

<1.5 Line spacing>< *Italic*>

BACHELOR OF BUSINESS ADMINISTRATION

OF KANNUR UNIVERSITY

<1.5 Line spacing>

NAME OF THE COLLEGE

MONTH & YEAR

APPENDIX- II

(A typical Specimen of Bonafide Certificate)

KANNUR UNIVERSITY

BONAFIDE CERTIFICATE

Certified that this project report “.....**TITLE OF THE PROJECT**.....”is the bonafide work of “.....**NAMES OF THE CANDIDATES**.....” who carried out the project work under my supervision.

<<Signature of the Head of the Department>> << Signature of the supervisor>>

SIGNATURE

SIGNATURE

<<NAME>>

<<NAME>>

HEAD OF THE DEPARTMENT

SUPERVISOR

<<Academic Designation>>

<<Department>>

<<Department>>

<< Full address of the Dept & College>> << Full address of the Dept & College>>

APPENDIX- III

DECLARATION

We, <<Names of Candidates>> hereby declare that the project work entitled “ <<<Title of the Project>>> ” has been prepared by us and submitted to Kannur University in partial fulfillment of requirements for the award of Bachelor of Business Administration, is a record of original work done by us under the supervision of <<<Name of the Supervisor>>>, <<Academic Designation>> in the department of <<Specify the department>>, <<Name of the College>>.

We also declare that this project report has not been submitted by any one of us fully or partially for the award of any Degree, Diploma, Title or Recognition before.

- | | | |
|------------------|------------------------------|---------------|
| | 1. <<Name of the Candidate>> | <<Signature>> |
| | 2. <<Name of the Candidate>> | <<Signature>> |
| <<Place:>> | 3. <<Name of the Candidate>> | <<Signature>> |
| <<Date:>> | 4. <<Name of the Candidate>> | <<Signature>> |