

GANPAT UNIVERSITY											
FACULTY OF MANAGEMENT STUDIES											
Programme		Bachelor of Business Administration				Branch / Spec.		Business Analytics			
Semester		VI				Version		1.0.0.0			
Effective from Academic Year				2025-26		Effective for the Batch Admitted in			July 2023		
Subject Code		6B05REP		Subject Name		Research Project					
Teaching Scheme						Examination Scheme (Marks)					
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total		
	L	TU	P	TW							
Credit	00	00	03	00	03	Theory	00	00	00		
Hours	00	00	06	00	06	Practical	40	60	100		
Pre-requisite:											
Objective:											
To equip students with research skills, culminating in a report or paper, through structured guidance and practical application.											
Learning Outcomes/Course Outcomes:											
On successful completion of the course, the students will be able to:											
CO1- select and refine a research topic within their specialization, gaining approval from the research coordinator.											
CO2-demonstrate the ability to conduct research, collect data (primary or secondary), and analyze findings within a specified timeframe.											
CO3- effectively structure and write a comprehensive research report or prepare a research paper suitable for publication.											
CO4- confidently present their research findings in a clear, concise, and engaging manner, incorporating feedback for report improvement.											
Mapping of PO-CO and PSO-CO:											
	Course Outcome (CO) No.	PO-CO Mapping						PSO-CO Mapping			
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
	CO1	1	2	2	1	1	1	2	1	2	1
	CO2	1	2	3	2	1	1	3	2	3	1
	CO3	1	3	2	1	1	1	2	1	2	3
	CO4	1	3	2	1	1	1	1	1	1	3
Theory Syllabus											
Unit	Content								Hrs.		
1	<p><b>Research work</b></p> <p><b>I. Research topic selection &amp; Approval:</b></p> <p>Students, in group, will identify and select research topic within their specialization field/ area. Prior to the start, students must obtain formal consent from the research coordinator for topic of research study. Title: Students can opt for any of the topic in their specialization field or interest for the project with the approval of the project guide</p> <p><b>II. Project specifications:</b></p> <p>Duration: 60 hours. (including class study, data collection and research study time.)</p> <p>Timing: Study can be conducted during the semester or after the completion of the previous semester's examinations, subject to research coordinator approval.</p> <p><b>III. Research Project Report Preparation &amp; Submission:</b></p> <p>Report Focus: The "Research Project Report" will document the practical application of student's research exposure with practical application of it with or without primary data collected through Questionnaire.</p> <p>It meanse students can undertake the field work (market survey etc) or secondary data base research work for the project</p> <p>Submission Deadline: The completed project report must be submitted to the designated research project Guide at the college 10 days before the commencement of the Semester End Examination.</p>								22		

	<b>IV. Project Report OR Research Paper</b> Students may opt for a Research Paper instead of Full Research Project Report. In this case, a group of students with research guide/coordinator should publish the paper, acceptance must be available before semester end examination.	
2	<b>Report Writing and Presentation</b> <b>Report Writing:</b> Dos and don'ts of effective report writing. Structuring the report Introduction, Literature Review, Research Methodology, Analysis and Interpretations, Findings, Conclusion, and Recommendations etc. Proper citation and referencing style. Guide: demonstrate some research analysis tools in classroom to give exposure. Students should attend department's/ shodh /anyone conference for research learning. <b>Draft Submission Evaluation and Revision:</b> Submitting a draft version of the report with a Group presentation for feedback Incorporating feedback and revising the report for clarity, accuracy, and completeness. <b>Presentation:</b> Preparing a concise and engaging presentation based on the Draft report. Developing effective presentation skills. <b>Final Report Submission:</b> Collect Certificate from Research Guide / Coordinator, Submitting the final, revised version of the report in required copies to the coordinator.	23
	Exam: Practical Viva Evaluation 100%	
<b>Text Book:</b>		
	Kothari, C. R. (2004). Research methodology: Methods and techniques (2nd ed.). New Age International.	
<b>Reference Books:</b>		
	Kumar, R. (2019). Research methodology: A step-by-step guide for beginners (5th ed.). Sage Publications India. Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). Sage Publication Panneerselvam, R. (2014). Research methodology. PHI Learning Pvt. Ltd.	
<b>Online Resource:</b>		