



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies
Semester-7 (BBA)

Subject: Research Project – BBAXX17406

Type of course: Research Project (RP)

Prerequisite: Students should possess fundamental knowledge of Principles of Management, Research Methodology, Business Statistics, Marketing Management, Financial Management, Business Communication, and awareness of emerging business trends. Basic knowledge of MS Excel/Google Sheets and familiarity with digital research databases and statistical software is desirable.

Rationale:

Research Project provides students with an opportunity to investigate real-world business problems through systematic study, analysis, and evidence-based solution development. The course encourages innovation, critical thinking, analytical skills, and independent learning. Students apply knowledge acquired throughout the BBA program to identify research problems, conduct literature reviews, design methodologies, collect and analyze data, interpret results, and communicate findings through professional reports and presentations. The course prepares students for higher studies, industry research assignments, business innovation, entrepreneurship, and data-driven decision-making.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	SEE		CCE			
				Theory	Practical	MSE	V	ALA	
0	0	12	6	00	80	00	20	00	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.



Course Outcome:

After learning the course the students should be able to:	
CO1	Identify, formulate, and justify a well-defined research problem in the field of Business Management.
CO2	Conduct literature surveys and critically analyze existing research work to identify research gaps and opportunities.
CO3	Design and apply appropriate research methodologies, tools, and techniques for problem investigation and solution development.
CO4	Collect, analyze, and interpret data using appropriate statistical and analytical tools, and evaluate findings using defined business metrics (accuracy, relevance, feasibility, impact, etc.).
CO5	Prepare professional research documentation, technical reports, and presentations while demonstrating analytical thinking, innovation, ethical practices, and effective communication skills.

General Guidelines for Research Project

- ❖ All students shall prepare and submit project reports as part of the programme. The project has to be undertaken on an individual basis.
- ❖ The general guidelines of Gyanmanjari Institute of Management Studies at Gyanmanjari Innovative University shall apply for both Internal and External Evaluations of Project Report.
- ❖ The Project shall be done under the supervision and guidance of faculty of the department.
- ❖ The Project must be done in the respective Specialization subject of students.
- ❖ It is Compulsory for all the students to publish or to present at least one research paper before final submission of the Project.
- ❖ Students shall submit the report in the prescribed format by given timeline. Internal assessment shall be based on completion of the project, following the norms prescribed in general guidelines.
- ❖ The area of project shall be related to business/ commerce/Management/ related fields/ and may be closely associated to the area of specialization. Topics shall also be selected with the help of linkages with industry or policy making bodies.
- ❖ The student shall submit copies of the project report, either printed or typed. There shall be a minimum of 40 pages and a maximum of 75 pages. The report may be hard bound or soft bound or spirally bound and the printing can be either double sided or single sided. A soft copy of the report may also be submitted to the department.
- ❖ The report shall contain the following:



PART A:

- Title page with topic, details of the student with register number, supervisor details and month and year of submission.
- Certificate from Supervising teacher and counter signed by the Head of the Department with department seal.
- Declaration by the student which shall include plagiarism details also. The relevant guidelines issued by the University shall strictly be adhered to.
- Acknowledgement

PART B

Table of Content

Chapters 1: Introduction of the Topic

Chapter 2: Literature Review

Chapter 3: Research Methodology

Research Objectives

Research Questions / Hypotheses

Research Design

Population/Target Respondents

Sample Size

Sampling Technique

Sources of Data

Data Collection Instrument

Variables/Constructs and Operational Definitions

Reliability and Validity

Data Analysis Techniques

Scope and Limitations of the Study

Chapter 4: Data Analysis and Interpretation

Chapter 5: Findings, Conclusion, Suggestions



Guidelines regarding chapterization are not absolute and may be altered according to topic presentation convenience.

- Appendix (Questionnaire/ Schedule , Secondary data used for analysis, Statistical calculation details etc)

- Bibliography

(References may be presented in APA style)

Evaluation Parameter

Total Marks (100 = 80 External + 20 Internal)

Internal Assessment (20 Marks)

Parameters	Marks
Problem Identification & Synopsis	10
Progress Review by Faculty Guide	10
Total	20

External Assessment (80 Marks)

Parameters	Marks
Research Problem Identification & Justification	10
Literature Review & Research Gap Analysis	15
Research Methodology & Design	15
Data Analysis & Interpretation	20
Documentation, Presentation & Viva Voce	20
Total	80

