

**Guidelines relating to Project Work (Report 50 marks + Viva-Voce 50 marks)
for B.Com. Part III (Honours) Course: Paper 3.5 HA /HM / HT /HeB**

- Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English or Bengali. The Project Report must be typed and spirally bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.
- A candidate has to qualify in the Project Work separately, obtaining a minimum marks of 40 (Project Report and Viva-Voce taken together) in paper 3.5.
- Marking Scheme for Project Report and Viva-Voce Examination:

Project Report (50 marks)

Chapter 1: Introduction – 10 marks

Chapter 2: Conceptual Framework/ National/International Scenario
– 5 marks

Chapter 3: Presentation, Analysis & Findings -- 25 marks

Chapter 4: Conclusion & Recommendations -- 10 marks

Viva-Voce (50 marks)

In course of Viva-Voce Examination, the question may be asked in the following areas:

Importance / relevance of the Study, Objective of the Study,
Methodology of the Study / Mode of Enquiry --
15 marks

Ability to explain the analysis, findings, concluding observations,
recommendation, limitations of the Study --
25 marks

Overall Impression (including Communication Skill) -- 10 marks

THE COMPONENTS OF A PROJECT REPORT

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.

b) **Conceptual Framework / National and International Scenario:** (relating to the topic of the Project).

c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).

d) **Conclusion and Recommendations:** In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

THE STEPS OF PROJECT WORK

STEP I : Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

STEP III : Collection of information and data relating to the topic and analysis of the same.

STEP IV : Writing the report dividing it into suitable chapters, viz.,
Chapter 1: Introduction,
Chapter 2: Conceptual Framework / National & International Scenario,
Chapter 3: Analysis & Findings
Chapter 4: Conclusion and Recommendations.
Annexures,
References / Bibliography

STEP V : The following documents are to be attached with the Final Project Report.

- 1) Approval letter from the supervisor (Annexure-IA)
- 2) Student's declaration (Annexure-IB)
- 3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Cover Page / Title page

Project Report
(Submitted for the Degree of B.Com. Honours in Accounting & Finance /
Marketing/ under the University of Calcutta)

Title of the Project
XXXXXXXXXXXXXXXXXXXX

Submitted by

Name of the Candidate :.....

Registration No.

Name of the College

.....
College Roll No.

Supervised by

Name of the Supervisor:

Name of the College:

Month & Year of Submission

Annexure- IA

Supervisor's Certificate

This is to certify that Mr./Ms a
student of B.Com. Honours in Accounting & Finance / Marketing / Taxation /
Computer Applications in Business of(Name of the College)
under the University of Calcutta has worked under my supervision and
guidance for his/her Project Work and prepared a Project Report with the title
.....
.....
which he/she is submitting, is his/her genuine and original work to the best of
my knowledge.

Signature
Place:
Name:
Date:
Designation:

Name of the College

Annexure- IB

Student's Declaration

I hereby declare that the Project Work with the title (in block letters)
.....
.....

submitted by me for the partial fulfilment of the degree of B.Com. Honours in Accounting & Finance / Marketing / Taxation / Computer Applications in Business under the University of Calcutta is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature
Name:
Address:

Registration No.

Place:

Date:

SCHEDULE TO BE FOLLOWED (TENTATIVE)

- A few classes (about 15 classes) should be offered during **August – September** on **Entrepreneurship Development and Project Planning** in order to motivate the students to take up self-employment afterwards and also help the students knowing the guidelines for preparing their Project Reports.
- Project Topics and Project Proposals should be finalised in the month of **September / October** so as to enable the students collecting relevant information and data during Puja recess.
- The Report should be finalised through the interaction between the Students and Supervisors during the period from **November – January**.
- The final Project Report should be submitted by the **end of February**.
- The evaluation of the Project Report and Viva-Voce Examination should be conducted during the month of **March** with the help of both External and Internal Examiners. Marks should be submitted to the University by the **end of 1st week of April**.
- The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text.

- Three Copies of the Project Report should be prepared of which two copies to be submitted to the College authorities and one copy to be retained by the student which he/she must bring at the time of examination.

TEACHERS IN RESPECTIVE COLLEGES GUIDING THE STUDENTS FOR THEIR PROJECT WORK SHOULD STRICTLY DISCOURAGE AND ENFORCE GUIDELINES AS TO ENSURE THAT STUDENTS DO NOT RESORT TO ACTS LIKE 'PLAGIARISM' AND 'CUT AND PASTE' TECHNIQUES FROM WEBSITES / INTERNET.

Examples of a few broad areas of Project (List is indicative, not exhaustive)

- Any topic concerning local economic /entrepreneurial issues / **New Business Proposal**
- IFRS and Indian Accounting Standard – Opportunities & Challenges
- Revised Schedule VI
- Credit Rating
- Risk Management
- Credit Risk Management in Banks: Opportunities & Challenges.
- Subprime Meltdown and its after effect with case study from Indian Industry.
- Corporate Frauds/ White Collar Frauds
- Financial Inclusion
- Micro-finance Institutions in India.
- Carbon Credit
- Direct Tax Code (DTC)
- Goods and Service Tax (GST)
- Role of MSMEs in the Indian Economic Development
- Public Sector Undertakings and Indian Economic Development
- Business & Government
- Corporate Social Responsibilities
- Corporate Governance
- Financial Sector Reforms
- On-line Banking
- NPA Management
- Business Process Outsourcing

- Capital Market
- Environmental Accounting
- Environmental Management
- Financial Statement Analysis
- Performance Analysis
- Working Capital Management
- Cash Management
- Debtors Management
- Inventory Management
- Mergers & Acquisitions
- e-Commerce
- Study on Aviation Sector in India.
- Venture Capital
- Equity Linked Savings Scheme
- Insurance Industry in India
- Analysis of Mutual Funds
- Study of Non-Performing Assets
- Risk and Return Analysis
- Commercialization of Sports in India.
- The Sub-Prime Crisis.
- Rural and Agricultural Banking
- Marketing Strategy of different companies for their different products
- Marketing and Promotional Strategies
- Market Research
- Study on the Market Awareness of Intellectual Property
- Preservation & Storage of Agricultural Products
- Marketing Strategy of Ball/ Gel Pens
- Brand Repositioning
- Customer Relationship Management
- Sales & Distribution Management
- Customer Awareness
- Industrial Marketing Vs. Consumer
- Study of Consumer Behaviour
- “ Is attractive packaging really a necessity or an eyewash?” A study on packaging of some selected companies-
- Consumer Behaviour
- After Sales Service and Customer Satisfaction
- Effectiveness of Advertising

- Direct Marketing & Networking

Probable Questions (Project Viva)

1. What is the relevance of the topic
2. Specify the work of some of the authors whose literature review you have studied
3. What is the basic research objectives of your study
4. What methodology you have followed for the study
5. What is the time period of your study
6. Is your study based on primary or secondary study?
7. What was your total number of respondents.
8. How you have collected the responses
9. What are the findings of your study
10. Summarize your conclusions
11. What are your recommendations?
12. What is the scope of future study
13. Is there any limitations for ur study
12. Specify some of the bibliographies that u hv undergone.
13. Define/ concept of the topic of project (ex- what is working Capital, what is ratio analysis)
14. Objective and research methodology
15. Interpretations / findings / conclusion
16. Formula of Ratios