

Gujarat Technological University

Bachelor of Business Administration



Handbook

Of

CAPSTONE PROJECT (CP)

(Applicable from Academic Year 2024-2025 onwards)

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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

BACHLOR OF BUSINESS ADMINISTRATION GUIDELINES FOR CAPSTONE PROJECT

1. INTRODUCTION:

The students will have to undergo Capstone Project during the Sixth Semester of BBA programme, and submit a “Capstone Project Report” by the end of the semester. Capstone Project (CP) is an integral part of the academic curriculum of BBA. For the successful completion of the BBA programme, students are required to undergo CP as per the prescribed format and duration. The CP is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of functional specialization.

2. OBJECTIVES:

- Provide students an opportunity to apply the knowledge and skills acquired in their courses to a specific problem or issue.
- Allow students to extend their academic experience into areas of personal interest, working with new ideas, issues and individuals.
- Students can undertake a study pertaining to an entire industry and develop a holistic and macro view of the environment.
- Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.
- The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.
- Some ideal projects for Capstone Project can be in the areas of Export-Import, strategy formulation, business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, etc., among others. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the industry/student. In some cases, even field work can also become an integral part of CP.
- The student should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

3. WHAT IS TO BE DONE?

- The student has to undertake project individually. Joint Projects are not allowed in anycase. CP Report is to be submitted by every individual student separately.
- The CP should be undertaken independently by student under institute guide allotted, the student should identify a highly relevant topic in his/her domain area of specialization after detailed review of literature. He/she can then carry out a research intensive project pertaining to the selected topic and submit the findings and recommendation at the end of the project.
- Thereafter, the student should prepare a report and submit one copy to the organization (if any) and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student should also obtain a certificate from the organization/s where the CP was done (if applicable) and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II)**
- The university will arrange the external viva - voce for CP. The student is expected to make a **15 – 20-minute presentation** before the examiner regarding the comprehensive project work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of comprehensive project should be upto 30%.**
- **Institute's CP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**

4. CRITERIA FOR EVALUATION OF IIP

The total marks for the comprehensive project will be 200 and it carries 6 credits for BBA programme. The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide/viva taker will give marks out of 60 to each student appearing for Viva.

External Viva: External examiner shall be appointed by Gujarat Technological University. He / She will give marks out of 140 on the basis of parameters given in Annexure I.

The external examiner shall have to give his / her comments to each student, immediately during or after the student's viva is over and before the next student's viva commences. The comments should reflect each student's contribution and performance, as well as the overall project's quality and significance. The reports should not be given back to the students; they should be handed to the Institute. The CP coordinator shall then ensure that the scanned copies of external examiner certificate of each student is incorporated in the soft copy of the IIP report immediately after the Student's Declaration and before the Plagiarism Report. The report shall then be submitted to E-Portal of University in word and pdf formats.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself / herself before leaving the exam center.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of CP?	The student has to carryout CP during entire semester-6 of BBA.
2	Is Joint Project allowed in CP?	No, Joint project is not allowed in CP.
3	What are the credits and marks of CP?	CP carries 6 credits and of 200 marks
	Is it compulsory for student to work under the guidance of Internal (Institute) faculty	Yes, it is compulsory for each institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for CP
	Is it compulsory to carryout research in CP?	Yes, it is compulsory to carryout detailed research in CP which should be based on literature review.
	What is the proportion of Internal and External marks in CP?	The proportion is 30:70. Out of total marks of 200 the internal examiner has to give marks out of 60 and the external examiner has to give marks out of 140
	Is it compulsory for the institutes to organize internal VIVA at institute before University IIP VIVA?	Yes, it is mandatory for all the institutes to organize internal CP viva for their students. The internal evaluation carries 60 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide/viva taker.
	Is it required to attach institute certificate in the project report?	Yes, it is required for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Principal/Director of the institute
	How much plagiarism/similarity is allowed in the CP report?	Up to 30% plagiarism is allowed in the CP reports.
	If plagiarism is above 30%, what should be done?	If plagiarism is above 30% then said report is not accepted for CP VIVA. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above mentioned limit, re-work should be given to student. Such students are not allowed to appear in the external viva examination of CP
	Is it compulsory to attach Plagiarism report?	Yes, it is compulsory for all the students to attach plagiarism report in the CP report
	Which plagiarism software should be used?	The licensed software must be used to check plagiarism. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism.

12	What is the passing criteria in CP?	The passing criteria of CP is same like other subjects of BBA course.
13	How many copies of project report are required to submit?	It is compulsory for each student to bring one hard copy (spiral binding) of project at the time of University CP viva. Students are not required to submit hard copy at University. In case if institutes require then they may ask for hard copy submission. The submission of project report is required as under. For University: Soft Copy [The institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal] For Institute: One Soft and Hard Copy For Student: One Hard copy (compulsory requirement) The same hard copy of project has to bring during External Viva
14	What would be the flow of project?	The flow of project should be similar to any ideal research project. The student should include Industry overview, conceptual framework of the topic, review of literature, research methodology, data analysis and interpretation and summary findings and conclusion.
15	What type of research should be done by student?	The student may carryout research based on secondary or primary data and detailed analysis should be done by the students.
16	What should be the nature of the project?	The students should undertake a project which explores particular dimensions or domains in their respective areas of specialization. The project should involve a detailed and systematic research process, and should also incorporate qualitative and/or quantitative data collection and analysis through statistical testing. Students should base their methodology on intensive, relevant and appropriate review of literature.

Annexure I

6. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

- i) Introduction of problem/topic: Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic, industry overview, (if any).
- ii) Literature Review: Published studies, review of similar studies, objectives, formulation of the problem, scope, and rationale of the study.
- iii) Methods / Methodology adopted for the study: Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.
- iv) Data Analysis and Interpretation: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
- v) Conclusions: The project should have proper conclusion which should be based on the data analysis and findings. Students may provide feasible suggestions at the end of the study if available.
- vi) Preparation of the report, format of the report, flow of the report, style, language, etc.
- vii) Performance during VIVA: Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, etc. Presentation of the report, format of the report, flow of the report, style, language, etc.

Annexure II

7. FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >

Capstone Project Report

On

‘<Title of Project>’

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of
Bachelor of Business Administration (BBA)

Offered By

Gujarat Technological University

Ahmedabad

Prepared by:

<Name of Student>

< Enrolment No.>

BBA (Semester - __)

<Month & Year:>

<Second Page>

Student's Declaration

(On separate page)

I hereby declare that the **Capstone Project Report** titled “_____” is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include ‘Fail’ in examination or any other punishment that university may decide.

Enrollment no.	Name	Signature

Place:

Date:

<Third Page>

This is to certify that project work embodied in this report entitled <“Title of Project”> was carried out by <Student Name and Enrollment no.> of <Institute name & code>.

The report is approved / not approved.

Comments of External Examiner:

This report is for the partial fulfilment of the requirement of the award of the degree of Bachelor of Business Administration offered by Gujarat Technological University.

(Examiner's Sign)

Name of Examiner:

Institute Name:

Institute Code:

Date :

Place :

<Forth Page>

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

<Fifth Page>

Date: __/__/__

Institute Certificate<on Institute's Letterhead>

[Please attach signed copy of this certificate in the report]

“This is to Certify that this **Capstone Project Report** Titled
“.....
.....” is the bonafide work of <**Name of Student
(Enrolment No.)**>. I also certify further, that he/she has carried out project under
my supervision and to the best of my knowledge the work reported herein does not
form part of any other project report or dissertation on the basis of which a degree
or award was conferred on an earlier occasion on this or any other candidate. I
have also checked the plagiarism extent of this report which is %
and it is up to the prescribed limit of 30%. The separate plagiarism report in the
form of html /pdf file is enclosed with this.

Rating of Project Report [A/B/C/D/E]: _____
(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)
(By Faculty Guide)

Signature of the Faculty Guide/s
(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute
(Name of Principal / Director)

PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

FULL REPORT

Annexure III

8. FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1 inch to all sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: two hard copy (Student has to bring one hard copy at the time of External SIP viva. Student has to take back one hard copy of report, once the viva- voce is over.)
- The WORD file may be converted to pdf format for online submission.

Annexure IV

9. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the CP as an important project for BBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

ROLE OF CP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members (Max. 15 students per faculty)
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of CP.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring CP progress report of students.
- Taking regular feedback from Company Mentor (if available) regarding the progress and involvement of the student during CP
- Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.

ROLE OF STUDENTS:

- Preparing the Project as per guidance from institute faculty guide and company mentor (if any) and submit the same within time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in CP Handbook.

ALL THE BEST