

KU6SECBBA300: PROJECT REPORT PREPARATION AND PRESENTATION SKILL

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VI	SEC	300-399	KU6SECBBA300	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T +10 P	35 T +15 P	75	1.5

Course Objective:

To enable students to identify, research, analyze, and present solutions to real life business problems through a well documented project report and effective presentation

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To understand the purpose , scope and significance of project work in management	U
2	Design appropriate research methodologies	C
3	Analyse and interpret data using statistical tools and software	An ,E
4	Develop a comprehensive and well structured project report	C
5	Develop a professional and impactful presentation showcasing confidence , communication skills and the ability to defend research findings effectively	C

Contents for Classroom Transaction:



M O D U L E	U N I T	DESCRIPTION	HOURS
		Introduction to Project Work	10
I	1	Meaning and importance of project work in management Education. Types of Projects: Empirical, case study, survey, and applied projects.	
	2	Selecting and defining a research topic , Problem identification, research gap, setting project objectives, and research questions, Understanding research ethics and plagiarism	
		Research Design and Methodology	10
II	3	Research design : Exploratory, Descriptive, Casual, Sampling design and techniques	
	4	Data collection Methods: Primary and secondary data, Tools for data collection: Questionnaires , interviews , observation. Data Processing, coding, and Classification	
		Data Analysis and Interpretation	10
III	5	Statistical tools for data analysis (Descriptive and Inferential), Use of software (Excel/SPSS/Google Sheets) for analysis	
	6	Interpretation of data and drawing conclusions. Graphical representation of data – Charts, Tables, Graphs	
		Project Report Writing	10
IV	7	Structure and Format of project report: Title page, certificate , acknowledgements	



	8	Introduction , Review of literature. Research Methodology, Data Analysis, Findings, Suggestions, Conclusion	
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V	Teacher Specific Module (Practicum)		20
	Project Presentation and Viva Voce . Preparing power point slides and visual aids, Techniques for effective oral presentation, Body language, voice modulation and handling questions, Mock Presentation		

Reference.

- 1.Uma Sekharan. (Latest Edition). *Research Methods for Business*. Wiley Publications.
- 2.Sekharan Uma & Roger Bougie (Latest Edition) *Research Methods for Business: A Skill Building Approach*. John Wiley and Sons
- 3.Shashi K Gupta & Praneet Rangi: *Business Research Methods*, Kalyani Publishers

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		35
Project Report (Practicum)		15 P
Project Viva voce		10 P
Continuous Evaluation		15
a)	Test Paper- 1	5
b)	Field Report and Viva-Voce	10
Total		75

