Instructions for project (BBA 18)

The objective of the project (BBA 18) is to help the student to develop the ability to apply multidisciplinary concepts, tools and management techniques to face and solve the organizational ground problems.

Option 1 (Training)

Student is expected to learn on-the-job by way of association with a business organization (the choice of organization will be made by the student at his/her own, University will not assist in it). The student will undergo on-the job training (45 days to 60 days) under a business organization. She/ he will have to submit a training certificate along with the projectreport. The project report will be a write up about Marketing/ Finance/ HR/ Operational Aspects/ SWOT analysis of that business in particular & industry in general.

Option 2 (for Entrepreneurs)

If a student is an Entrepreneur or running a business on his own then certificate/ proof for the same is required and the project report will be a write up about Marketing/ Finance/ HR/ Operational Aspects/ SWOT analysis of that business in particular & industry in general.

This training/ entrepreneurial experience should help her/ him to develop a perspective of wholesome management of business activities. This would enable her/ him to appreciate the importance of different business activities and see how different business activities are interrelated.

The project report will be of minimum 80-100 pages, 2 soft copies along with training certificate/ family business ownership proof. The project report will be submitted (before commencement of Term End Examination) to following address:

To,
The Controller of Examination,
Vardhman Mahaveer Open University,
Rawatbhata Road,
Kota (Rajasthan) 324021

Note: There will be no internal assignment in this paper so there are maximum 100 marks for the project report evaluation.