# BDM Project Presentation

1. The student needs to collect the data pertaining to a business problem. It could be any business- organized or unorganized sector. E.g.: Manufacturing, automobile, IT sectors, supermarkets, laundry, vegetable vendors, restaurants, service businesses etc. Kindly note that only "**primary data**" is to be collected. **Do not collect** data from online sources like Kaggle, GitHub etc, as they constitute the secondary data sources.

2. Clearly explain the process of data collection.
   a. Prepare field notes describing the meeting between the two parties (Student and the business, the people involved etc). Mention in brief, how many meetings were done and what was discussed?
   b. Understanding of the business (Type of Business-B2B, B2C or both) and nature of problem(s) the businesses encounter.
   c. How do businesses solve the problems they encounter? Are these problems recurring or one-time?
   d. How did the student narrow down to the problem?
   e. How was the data collection done? Time period of data collection (Days/ Months/Years etc).
   f. Tangible evidence (People, Processes (say an organization chart) or any form of physical evidence)

3. Details about the various variables collected as a part of data collection. Importance of these variables and its relevance.

4. Cleaning of the data – Describe the process in brief and how it was done?

5. Analysis of the data- While the students can use the case studies taught in BDM course as cues to conduct the analysis, the rationale for the same needs to be mentioned. We also encourage students to go through newspapers, journals, reference books, use learnings from other courses etc, and explore newer ways of conducting analysis.

6. Provide the insights from the analysis conducted to the businesses.
   a. What should businesses do? (Continue doing and start doing)
   b. What is that, they need to avoid?
   c. In what ways does your solution(s) address the business problem(s)?

Kindly note these insights should be novel, as something that adds value to the decision maker.

Flow of Project
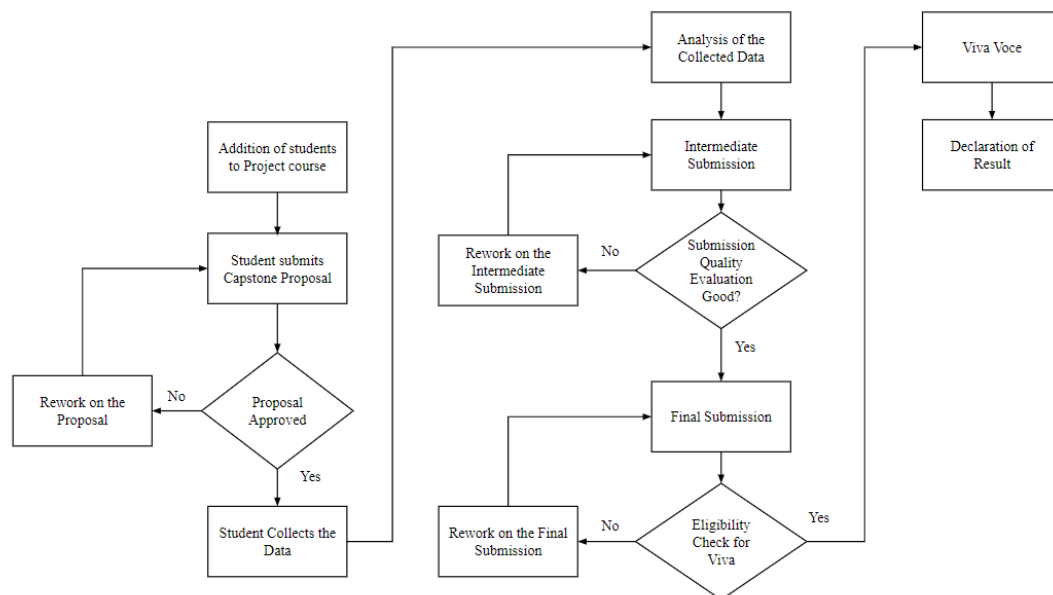
Submission Phases and Evaluation criteria

1. Proposal submission

2. Mid-term Submission (Explanation of Data collection and cleaning)

3. Final Submission with Analysis/Interpretation of data

4. Viva Voce

Maximum completion time - 30-Apr-2023, Else they have to re-register in May-2023

Timeline for September-2022 term

(These are tentative dates, it may vary based on student submission)

Project Proposal Start (Google Form)	16-Nov	16-Dec	16-Jan	16-Feb
Proposal for Project final date	20-Nov	20-Dec	20-Jan	20-Feb
Proposal Approval Deadline	28-Nov	28-Dec	28-Jan	28-Feb

Mid-term Submission End	30-Nov	30-Dec	30-Jan	2-Mar
Feedback on Mid-term submission (Last date)	10-Dec	10-Jan	10-Feb	12-Mar
Enable payment for eligible in Midterm, Final submission (Analysis and Interpretation) start date	10-Dec	10-Jan	10-Feb	12-Mar
Final Submission (Analysis and Interpretation) End Date	20-Dec	20-Jan	20-Feb	22-Mar
Feedback on Final submission (Last Date)	30-Dec	30-Jan	2-Mar	2-Ap
Viva Slot Booking Starts	1-Jan	1-Feb	3-Mar	3-Apr
Stop Viva Slot Booking	5-Jan	5-Feb	7-Mar	7-Apr
Max Viva date(Tentative)	20-Jan to 24-Jan	20-Feb to 24-Feb	20-Mar to 24-Mar	20-Apr to 24-Apr

Project Proposal

- Proposal must be about four – five pages long

- Proposal is evaluated for 100 marks and scaled down to 20

- A pass mark of at least 50/100 is needed for the proposal to be approved

- At least 2 objectives (problem objectives) must be identified in the proposal

- Only one firm should be picked for the study

1	Does the Proposal discuss a business problem?	Yes/No
2	If Answer to Q1 is No	Reject Proposal
	Expected Contents	**Weightage**
3	• Executive Summary and Title (200 Words)	15
4	• Organization Background (150 Words)- Name of the firm, photo and location, brief description of firm, key stakeholders. You need not disguise info as it will only be with us and will not be shared with anyone else.	10

7a	• Details about the methods used with Justification	
7b	• Details about the intended data collection with Justification	
7c	• Details about the analysis tools with Justification	
8	• Expected Timeline	5
9	• Expected Outcome	5

Mid-term Submission

- Submission must be about 8 – 10 pages long
- Submission is evaluated for 100 marks and scaled down to 20

1	Is the plagiarism % of the document is less than 20%	Yes
2	If Answer to Q1 is No	Reject Submission
	Expected Contents	**Weightage**
3	• Executive Summary and Title (200 Words)	15
4	• Proof of originality of the Data (Primary Data - survey link, photograph, letter from organization, etc) and Short video of interaction with the business person (3-5 mins)	20
5	• Metadata and Descriptive Statistics	40
6	• Detailed Explanation of Analysis Process/Method	25
7	• Results and Findings (Graphs and other Pictorial Representation Preferred and with words) (Bonus)	10

Final Submission

- Submission must be about 18 – 20 pages long
- Submission is evaluated for 100 marks and scaled down to 40
- A cumulative score of 40/80 is needed to be eligible for viva voce.

1	Is the plagiarism % of the document is less than 20%	Yes
2	If Answer to Q1 is No	Reject Submission
	Expected Contents	**Weightage**
3	• Executive Summary and Title (200 Words)	15

6	and Recommendation	20
	• Presentation and legibility of the report	10

❖ Students are free to use any analysis tool including Excel, R, Python

Viva Voce

- Student should present the project using google slides of powerpoint – Max 10 slides
- Submission is evaluated for 100 marks and scaled down to 20
- A cumulative of 50/100 marks is needed to pass BDM capstone project course

	Evaluation Criteria	Weightage
1	• Presentation Content	30
2	• Presentation Quality	10
3	• Presentation Flow	10
4	• Presenter Communication Skills	20
5	• Presenter ability to answer questions	20
6	• Presenter's preparedness and confidence	10

Reference Textbooks

1. Malhotra, N., & Dash, S. (2019). *Marketing research: An applied approach*. Pearson.
2. Newbold, P. (2013). *Statistics for business and economics*. Pearson.
3. Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy*. World Scientific.

4. Operations Management: Processes and supply chain | Twelfth Edition by Lee J Krajewski and others