BDM Capstone Project- Analysis with Secondary Data

The BDM Capstone project is an independent project, in which the student approaches a business (structured/ unstructured and B2B/B2C/ both) and identifies the problem(s) they face. Post that, data is collected pertaining to the problem(s), which is followed by analysis and providing recommendations/novel insights to the business owner(s).

Projects are where the learning is put to test, and it gives students an opportunity to test their understanding. Students who have completed this successfully have benefitted and it has helped them secure internship opportunities and jobs. The project has received excellent feedback from the students.

Best Capstone Projects: https://www.youtube.com/live/m5iGcEWi8L4?si=A2xJ_Eva5pKsg0CJ

While we strongly recommend you do the BDM Capstone project (in its current form) given its advantages, new pathway have been proposed, for those who are finding it difficult to complete this and ensure they move into the next level (degree stage) or exit the program following completion of project.

Doing the BDM project with Secondary Data- We strongly recommend that you do not opt for this. However, if a student wishes to go with this, he/she will only be eligible for "D, E" grades.

Here the student can download data from websites (Kaggle/ GitHub or any other repository) and do an analysis as demonstrated in the BDM theory. However, the viva is expected to be tough, and the student would be asked to do a demonstration on the data (which will be decided by the examiner).

This pathway has 2 stages of submission- Proposal and Final submission. This will be followed by a viva voce examination.

Project Proposal and Final submission

1. Proposal must be about four – five pages long and final submission should be 18-20 pages long.
2. At least 2 objectives (problem objectives) must be identified in the proposal, 1 objective is also acceptable if it's broad.

3. No marks would be awarded for the proposal and final submission. The student receives an "**Accept/ Reject**" along with the comments.

a)	Absence of declaration statement during proposal	Desk rejection
1	Does the report discuss a) business problems, b) plagiarism is less than 20%?	Yes/ No
2	If the answer to Q1 is a "No"	Reject proposal

For detailed report contents and formats, do refer to the BDM Capstone Project Rubrics- Analysis with Primary data and sections project proposal, mid-term, and final submission. Also, do refer to all the documents shared before you work on your project.

Contents for Proposal

SI No	Expected contents	Evaluation criteria
1	Executive summary (200-250 words)	1. "Accept/ Reject" with detailed comments. No marks would be awarded. 2. Any section, if missed, will be rejected. 3. Declaration statement is mandatory. Else it will lead to desk rejection. 4. Should be 4-5 pages long.
2	Organization background (150-200 words)	
3	Problem statement Background and objectives	
4	Problem solving approach (justifying methods and analysis tools)	
5	Expected timeline (Work breakdown structure and Gantt Chart)	
6	Expected Outcome	

Contents for Final submission

SI No	Expected contents	Evaluation criteria
1	Executive summary (200-250 words)	1. "Accept/ Reject" with detailed

2	Proof of originality- details of repository from where the data was collected	comments. No marks would be awarded.
3	Meta data and descriptive statistics	2. Any section, if missed, will be rejected.
4	Detailed explanation of analysis process/ method	3. Should be 18-20 long.
5	Results and findings	
6	Interpretation of results and recommendation	
7	Presentation and legibility of the report	

Note:

1. For proof of originality, the student must provide the details (website or other repositories) from where the secondary data was collected. Survey links, letter of organization and short videos etc. asked for in the BDM Capstone project- analysis with primary data are not needed.

2. Once the student receives an "Accept" for the proposal and final submission, they will be eligible for the viva voce examination.

3. This is an independent research project. If we do find students copying from each other, it will result in a failure grade.

4. If a student replicates the content (figures (visual representations if any), analysis, results, summaries etc.), the report will be **desk rejected**. Only the data can be taken from these sources and the student is expected to identify the business problem(s), do the data cleaning followed by an analysis and providing recommendations in line with the objective(s).

5. Do not share your report with others. If students are found to submit similar reports, it will be **desk rejected**.

This document has been jointly prepared by Dr. Aaditya Chandel and Dr. Ashwin Baliga. It has been prepared for learning purposes and cannot be shared en masse without the permission of the undersigned.