Business Data Management (BDM) Capstone Project

Gains in knowledge without application is a missed learning opportunity- Roger Best

BDM Capstone Project is an independent research project where the student is expected to reach out to a business firm (either from organized sectors viz., well established businesses in manufacturing, IT, automobile sectors etc. which has excellent systems in place to handle and manage data or from an unorganized sectors like Kirana stores, vegetable vendors etc. which do not maintain proper records), identify the issues or the problem(s) they face, collect primary data pertaining to it, clean the data, analyze it, and provide novel/ valuable insights to the decision maker(s).

BDM theory course is a pre-requisite for this project. While decision making these days is driven by data, it is also important to explain and justify the reasoning behind using a particular approach, report them in a professional manner, by knitting one section to the next and how the novel insights benefits decision maker(s). Thus, this capstone project gives the students a hands-on experience in dealing with real world problems and providing solutions.

The project has 4 stages of submissions (Students are also provided with detailed rubrics, that explains every component of submission)

1. In the proposal stage the student needs to submit a 4-5 page write up. Here the student is expected to provide information about the organization and its background, problem definition/ statement, the background of the problem, the problem-solving approach they wish to use with justification, the expected timelines for project completion (in the form of Work Breakdown Structure and Gantt Chart) and the probable outcomes of the project. This has 20% weightage.

2. Once the proposal is accepted, the student must make a midterm submission which also carries 20% weightage. This is an 8-10 page write up and the students must provide a short video interaction clip with the business owner/ manager, tangible evidence like pictures, field notes etc., provide information on the meta data and descriptive statistics (nature of variables collected and how does it help address the business problem), conduct preliminary analysis, provide an interpretation of the results and findings.

3. Upon acceptance of mid-term submission, the student makes the final report submission, which is 18-20 pages long. This is a complete report and involves in-depth explanation of the entire process from start to finish. This component carries 40% weightage.

4. The viva voce is conducted following acceptance of the final submission, and the student needs to make a presentation not exceeding 10 slides. This component carries 20% weightage.

Following all 4 stages, the team of 8 teaching assistants and 2 team leads shortlist the best projects and award certificates. These students also get an opportunity to showcase their work to senior professionals from the industry.

Link: https://www.youtube.com/watch?v=m5iGcEWi8L4 (BDM Best Capstone Project- Held on 19th March 2023)

Master classes are conducted every month and live sessions happen every Sunday to clarify student doubts. The live sessions of the project have been very well received and we have excellent feedback from the students.

Team Leads

	Dr. Aaditya Chandel holds a PhD in Mechanical Engineering from IIT Madras and is currently a Post Doc in the Dept. of Aerospace Engineering at IIT Madras. He has publications in Acta Mechanica and has an interest in start-up eco system. His thesis investigated the effect of wall proximity on the wake of a rotating and translating sphere.
	Dr. Ashwin J. Baliga is an Assistant Professor of Marketing & Sales at IESEG School of Management, Paris Campus, France and has a PhD in B2B Marketing from IIT Madras. He is the recipient of the "IIT Madras Institute Research Award" for the exemplary research work done and received " Sri N Kannan Prize " for the *Best PhD Thesis in Marketing* at the 59th Convocation IIT Madras. He also received the Best Reviewer Award from "*Marketing Intelligence & Planning*" & "*Journal of Hospitality & Tourism Management*". Ashwin has published in Journal of Personal Selling & Sales Management, Journal of Business Research, Journal of Business & Industrial Marketing, International Journal of Mineral Processing and Harvard Business Publishing. His thesis is on service failure and recovery in B2B markets. He also does research in tech usage in sales, mental health of B2B salespeople, new age technologies, B2B customer reacquisition, relationship reactivation, buyer-supplier relationships etc.