

Frequently Asked Questions (FAQs) on BDM Capstone Project

This document has been jointly prepared by Dr. Aaditya Chandel and Dr. Ashwin J. Baliga.

1. Submission cycles in general

The submissions are open **throughout the year** and once you register and pay the fees, it is valid for 2 terms. If you fail to complete even post 2 terms, you need to register again and pay the fees. Any queries pertaining to registrations and fee payment be emailed to support team and sindhuja@study.iitm.ac.in

For any issues with the portal submissions, kindly send an email to support.bdmcap@study.iitm.ac.in with a cc to aaditya@study.iitm.ac.in & ashwin@study.iitm.ac.in

For swap of the project stream from primary to secondary or vice versa, raise a ticket from the portal with detailed justification providing reasons for the change of stream.

If the portal is to be reset due to a change in business project (owing to lack of data availability/ no support from business/ organization), ticket is to be raised by providing proper justifications.

Portal link for raising ticket: <https://ms2001p.study.iitm.ac.in/login>

The link for submitting the proposals (primary/ secondary) and raising tickets is the same. E-mail ID gets **automatically flagged** if more than one ticket is raised on the same issue.

The decision to **accept/ reject** is solely with the course faculty. This will be decided based on the justifications provided by the student while raising the ticket.

2. If submission is made in the month of September, will it be counted in May term or September term?

The submission will be counted in September, given that you have made your submission in September. Spillovers, if there are any, will be considered to next term and not the previous term. Meaning you did mid-term in May and final submission with viva in September- it will be considered as September term.

3. If submissions (which were started in May term), spill over to September, will students have to re-register for projects again?

The fee paid once is valid for 2 terms. Queries pertaining to registration and fee payment will be addressed by **the support team only**.

4. If students register again, will they get an “I” grade in the term report card?

This part be clarified by writing to support. The course faculties are not aware of this. Kindly check this with **the support team**.

5. You can make submissions throughout the year and need to resume from where you have stopped. The proposal, mid-term accepted in May 2024, so if you register for September or any month there onwards, you need to only submit the final submission- given that the 2 stages have already been cleared.

6. What is the primary way to get grades in a project?

- a. Attend all the live sessions and read the rubrics and documents we have shared (75% of the students don't do it). Most of them have no idea of the sessions/ documents and submit just like that.
- b. Most of them just want the IIT M certificate, so end up doing substandard work. Come out from this mindset. This is the case with most of the students who have registered and have been observed across subjects.
- c. Revisit your BDM theory course and build your project based on those learnings.
- d. Read the textbooks we have mentioned in the rubrics.

7. There is inconsistency in the way each TA grades or provides feedback. How should students manage this ambiguity?

All the TAs have a solid understanding of the BDM Capstone Projects and have evaluated more than 8000+ projects till date. They hold either Masters/ PhD degrees from IIT Madras. In most cases, the student never pays attention to the TA remarks and makes the same submission.

While we are a bit lenient with proposal and midterm submissions, final ones are evaluated more strictly, and we ensure only the ones who have done quality work pass it. Do pay attention to TA comments and focus on your basics. This is the easiest way to improve and clear.

8. Is there a way to increase documents and reduce live sessions?

We have created quality documents already and a lot of time and effort has been spent on doing the same.

75% of the students have neither read the documents completely nor attended any sessions. This is a project, and you are expected to build and learn on what we have given. I am sure most students don't even know the books we have prescribed!

We teach you how to swim 😊 so after some assistance you need to trust your abilities and work. Understanding of basics and BDM theory is sufficient to clear this.

Not to forget the success mantras I explained in the live sessions- Transfer of concepts from professional selling into Capstone projects. Hope you all recollect the breakout rooms sessions.

9. Give us sample reports!

A strong “No”. If given everybody replicates the same.

It’s for this reason a proposal document has been given and you are expected to build on the same. In addition, we are also bound by the “Non-Disclosure Agreement” and thus cannot be shared.

However, Aaditya in his live sessions has shown some reports (With the permission of the students who were ok with sharing the same)

Link to his channel: <https://youtu.be/HSVXWbXoDW8>

Like, subscribe and make him famous 😊

10. Plagiarism- What does it mean?

It means that you have copy pasted content directly from some sources. Always write reports in your own words.

Self-plagiarism- Eh!

In some cases, the students act smart and give us the same content for proposal, mid term and final. This is not acceptable.

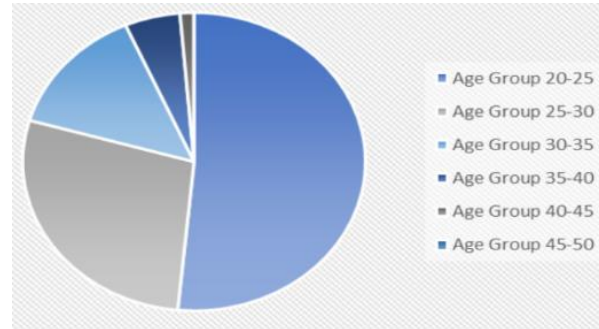
Kindly remember that the final submission is a complete report, and you are expected to build on proposal and mid-term, explaining the concepts in more detail. That’s why its 18 pages lower limit. If you just copy mid-term content and keep line spacing of 2 and write the commands for drawing graphs, we reject it.

11. Common rejection causes

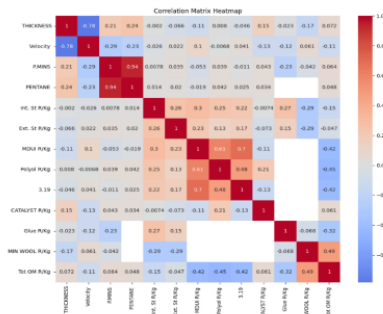
- a. Not having read any documents/ attended live sessions.
- b. Just wanting a degree from IIT Madras and doing substandard work.
- c. Not following TA comments, giving excuses, and justifying what they have done as right.
- d. Done for the sake of formality.
- e. Zero understanding of BDM theory and or basics.
- f. Randomly drawing graphs, tables without any justification.
- g. Analysis of secondary data-when in actual primary data analysis was needed.
- h. Usage of ChatGPT.
- i. Plagiarism and self-plagiarism.
- j. Drawing pie charts with 10 pies and tons of bar graphs.
- k. Graphical trends are not tied up to analysis.
- l. Insights based on intuition rather than analysis based.
- m. Extremely poor formatting- Do you read books/ papers not formatted?
- n. No page numbers, figures or table numbers.

- o. Students copy from each other and do same reports.
- p. And many more

12. Some reports which we rejected (Excerpts from multiple reports over the years)



Pie charts with more than 5 pies are rejected as it does not indicate anything. In this case, the age range has been wrong. By saying 20-25, 25-30 etc, there is going to be an overlap which gives erroneous results. You should mention >20 to <25 , ≥ 25 to <30 and so on. This gives clarity.



Sales Data:

- Tools Used: Python, Pandas, Numpy, matplotlib
- Descriptive Statistics, Value Analysis, Data Preprocessing, EDA:

```
sales.describe()
```

	Basic Value	Cost of material	Contribution margin
count	2.410000e+03	2.410000e+03	2.410000e+03
mean	2.836988e+05	2.239775e+05	5.972129e+04

Final submission made with no justification for the use of graph. No explanation on its usage. No table number, figure number. Screenshots are taken directly from some software.

- PENTNE Qty: Pentane quantity used.
- 3.19: Pentane quantity (specific value "3.19").
- PENTNE Amt: Pentane amount.
- CATALYST: Catalyst details.
- CATALYST Qty: Catalyst quantity used.
- CATALYST R/Kg: Catalyst rate per kilogram.
- CATALYST Amt: Catalyst amount.
- GLUE: Glue details.
- Glue Qty: Glue quantity used.
- Glue R/Kg: Glue rate per kilogram.
- Glue Amt: Glue amount.
- MIN WOOL: Mineral wool details.
- MIN WOOL Qty: Mineral wool quantity used.
- MIN WOOL R/Kg: Mineral wool rate per kilogram.
- MIN WOOL Amt: Mineral wool amount.
- Tot Other Mtl: Total other materials.
- Tot OM R/Kg: Total other materials rate per kilogram.
- Tot OM Amt: Total other materials amount.
- Tot RM Qty: Total raw material quantity.

Randomly writing some variables names from software and attaching it without any explanation.
This student submitted the same content for mid-term and final.

As I was closely observing the business I met the promoters of the company and discussed various problems the firm is experiencing as on date

The problems are

Poor marketing of the branding

Poor packaging quality

Coverage of distribution of the water bottles

Not offering different sizes of water bottles

Advantages are of being the own company and family business decision making can be quick .

For this I have taken last 1 year data id businesses and projections of next three years of the firm

Proposal submitted by a student (1 page in total)

INFERENCE STATISTICS:
MULTIPLE REGRESSION ANALYSIS:

Model Summary					Coefficients ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
1	.314 ^a	.098	.075	.988					
					Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
					(Constant)	3.190	.138	15.890	<.001
					pentane_qty	-.004	.078	-.003	.990
					pentane_amt	.020	.078	.021	.739
					pentane_qty	-.007	.083	-.006	.965
					pentane_amt	.154	.077	.138	.000
					pentane_qty	.015	.071	.015	.828
					pentane_amt	.044	.065	.042	.001
					pentane_qty	.142	.076	.128	.000
					pentane_amt	.178	.067	.177	.000
					pentane_qty	.208	.079	.207	.000
					pentane_amt	.199	.075	.187	.000
					pentane_qty	-.002	.072	-.002	.972
Level of significance		p value		Results					
0.05		Certification - 0.045		P value<0.05					
		Ready to cook-0.028		There is a significant relationship					
		App/ websites-0.001		between features of service like					

1. In the screenshots on the LHS the student has randomly drawn graphs and conducted statistical tests, without any explanation.
2. See figure 2 for the formatting done. This is the min a student can do.
3. No insights can be drawn from the graph in Image 3.

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