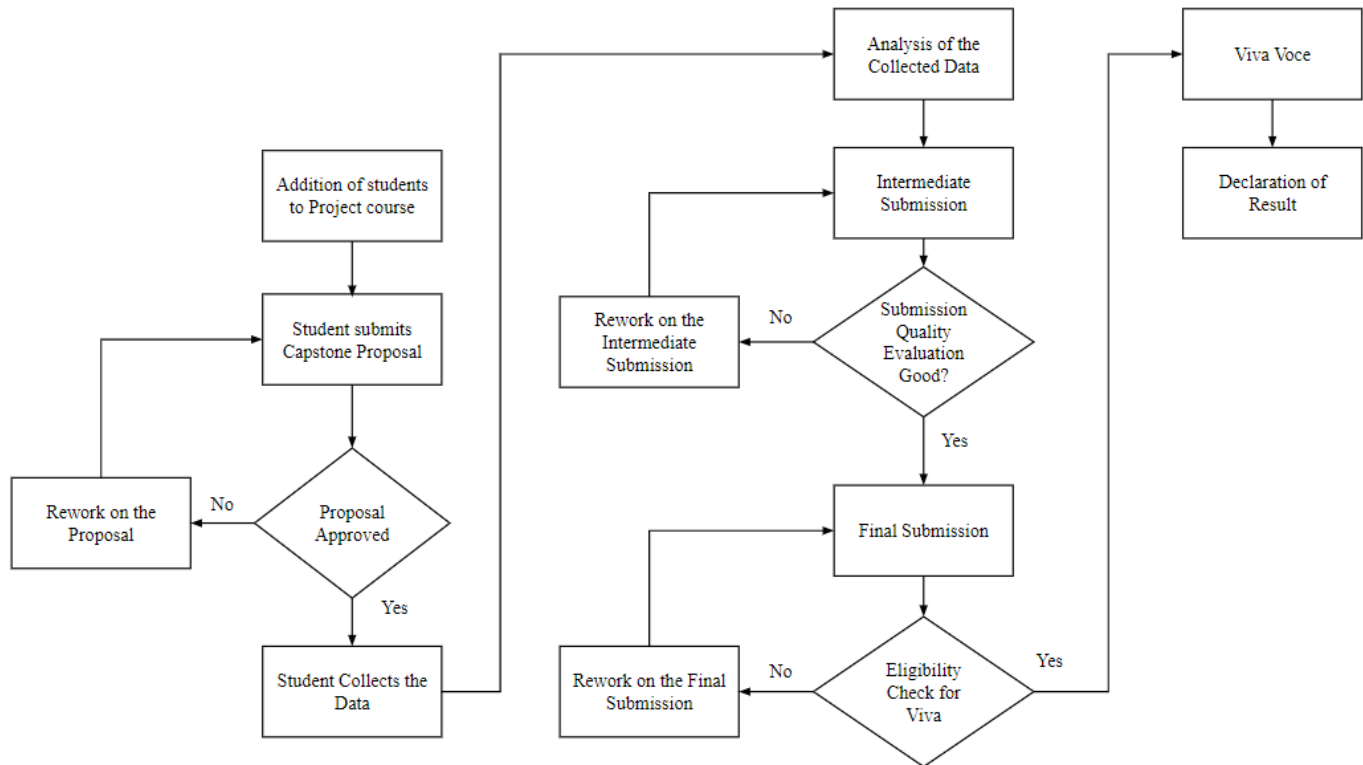


# BDM Project Presentation

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. The insights should be derived from the analysis you conduct. So, better the data, richer the insights!

# 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 - 31-Dec-2022, Else they have to re-register in January-2023

## Timeline for May-2022 term

Project Proposal Start (Google Form)	16-June	1-Aug	1-Sep	1-Oct
Proposal for Project final date	10-July	10-Aug	10-Sep	10-Oct
Proposal Approval Deadline	15-July	15-Aug	15-Sep	15-Oct
Data Collection	After approval of the proposal			
Mid-term Submission Start (Google Form)	16-July	16-Aug	16-Sept	16-Oct
Mid-term Submission End	22-July	22-Aug	22-Sept	22-Oct
Feedback on Mid-term submission (Last date)	30-July	30-Aug	30-Sep	30-Oct
Enable payment for eligible in Midterm, Final submission (Analysis and Interpretation) start date	1-Aug	1-Sep	1-Oct	1-Nov
Final Submission (Analysis and Interpretation) End Date	20-Aug	20-Sep	20-Oct	20-Nov
Feedback on Final submission (Last Date)	30-Aug	30-Sep	30-Oct	30-Nov
Viva Slot Booking Starts	1-Sep	1-Oct	1-Nov	1-Dec
Stop Viva Slot Booking	3-Sep	3-Oct	3-Nov	3-Dec
Max Viva date	15-Sep to 30-Sep	15-Oct to 30-Oct	15-Nov to 30-Nov	15-Dec to 30-Dec

# 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

1	Does the Proposal discuss a business problem?	Yes/No
2	If Answer to Q1 is No	Reject Proposal
	<b>Expected Contents</b>	<b>Weightage</b>
3	• Executive Summary and Title (200 Words)	15
4	• Organisation Background (150 Words)	10
5	• Problem Statement (Listed as objectives) (50-75 Words)	10
6	• Background of the Problem (200 Words)	10
7	• Problem Solving Approach (400 Words)	45
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
	<b>Expected Contents</b>	<b>Weightage</b>
3	<ul style="list-style-type: none"> <li>Executive Summary and Title (200 Words)</li> </ul>	15
4	<ul style="list-style-type: none"> <li>Proof of originality of the Data (Primary Data - survey link, photograph, letter from organisation, etc)</li> </ul>	10
5	<ul style="list-style-type: none"> <li>Metadata and Descriptive Statistics</li> </ul>	50
6	<ul style="list-style-type: none"> <li>Detailed Explanation of Analysis Process/Method</li> </ul>	25
7	<ul style="list-style-type: none"> <li>Results and Findings (Graphs and other Pictorial Representation Preferred and with words) (Bonus)</li> </ul>	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
	<b>Expected Contents</b>	<b>Weightage</b>
3	<ul style="list-style-type: none"> <li>Executive Summary and Title (200 Words)</li> </ul>	15
4	<ul style="list-style-type: none"> <li>Detailed Explanation of Analysis Process/Method</li> </ul>	15
5	<ul style="list-style-type: none"> <li>Results and Findings (Graphs and other Pictorial Representation Preferred and with words)</li> </ul>	40
6	<ul style="list-style-type: none"> <li>Interpretation of Results and Recommendation</li> </ul>	20
	<ul style="list-style-type: none"> <li>Presentation and legibility of the report</li> </ul>	10

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

# Viva Voce

- Student should present the project using google slides or 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.