B.Com.- VI semester, 2024

Minor Project Guidelines

➤ The topic for minor project will be allotted by the concerned teachers of the department.

➤ The student may be allotted topic related to Research Study or Business Plan.

➤ A certificate will be issued by the project supervisor (Concern Teacher) upon the project completion.

➤ A Viva-Voce examination will be conducted by the set of examiners as proposed by the Dean, Faculty of Commerce, and subsequent approval by the Vice-Chancellor.

The Layout of Research Study or Business Plan project is given below:

Research Study

A research report is a document that presents the results of a systematic investigation on a topic or problem based on primary or secondary data.

1. Choose a research area in consultation with the concerned teacher, that is relevant, feasible, and interesting to you.
2. Conduct a literature review to identify the existing knowledge and gaps in your field of study.
3. Formulate a research question or hypothesis that guides your investigation and analysis.
4. Design a research methodology that suits your research objectives and data sources.
5. Collect and analyse the data using appropriate tools and techniques.
6. Interpret and discuss the results in relation to your research question.
7. Draw conclusions and recommendations based on your findings and limitations of your study.
8. Write a research report following the format and prescribed style. A typical research report consists of the following sections: title page, acknowledgement, introduction, literature review, methodology, results, discussion, conclusion, references, and appendices.

Business Plan

A business plan is a document that describes your business idea, goals, strategies, and resources. It helps you to plan, organise, and execute your business venture. Here are some steps you can follow to write a business plan:

1. Choose a business idea in consultation with the concerned teacher that is feasible, innovative, and profitable.
2. Conduct a market analysis to understand the industry, customers, competitors, and opportunities for your business. Tools such as SWOT analysis, Porter's five forces, PESTEL analysis, etc. can be used to assess the external environment of your business.

3. Define your business goals and objectives, and how you will measure and achieve them. You can use the SMART criteria (Specific, Measurable, Achievable, Relevant, and Time-bound) to set your goals and objectives.

4. Develop your marketing plan and sales strategies, and how you will promote and sell your products or services to your target market. You can use the 4Ps of marketing (Product, Price, Place, and Promotion) to design your marketing mix.

5. Design your operational plan and organisational structure, and how you will manage the day-to-day activities of your business. You can use tools such as flowcharts, Gantt charts, organisational charts, etc. to outline your operational processes and roles and responsibilities.

6. Prepare your financial plan and projections, and how you will fund and manage your financial resources. You can use tools such as income statement, balance sheet, cash flow statement, break-even analysis, etc. to estimate your revenues, expenses, profits, and cash flows.

7. Write an executive summary that summarises the main points of your business plan in a concise and compelling way.

Prescribed Page Setting

1. The length of research report may depend on the scope and complexity of your study, but usually it should be between 40 to 50 pages.

2. The font size and spacing of research report should be consistent throughout the document. A common font size is 14 pt for headings, 12 pt for the main text and 10 pt for the footnotes and captions. A spacing of 1.5 should be used.

3. The margins of research report should be 1.25 inch on left and rest 1 inch on other sides. You may also need to include a running head or a header with the title or a shortened version of the title and the page number on every page.

4. The title page of research report should include the following information: the title of your study, your name, your institution, and any other relevant details. (Refer template attached)

5. Pages should be both side printed in monochrome (Black & White).

6. Report should be spiral bound.

DEAN
FACULTY OF COMMERCE
UNIVERSITY OF LUCKNOW

A Minor Project Report on

Title:.................................

Supervised By

(Teacher name)

Submitted By

(Student Name)

(Class & Section)

(University Roll Number)

Name of the Department/Faculty

Name of the College

University of Lucknow