



THE BHAWANIPUR EDUCATION SOCIETY COLLEGE
B.COM CBCS SEMESTER VI (2025 – 2026)

Guidelines relating to Project Work Paper (CC 6.1 Ch) (Report 50 marks + Viva-Voce 50 marks).
(Issued by the University of Calcutta)

Each of the students must undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and spirally bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.
- A candidate has to qualify in the Project Work separately, obtaining a minimum mark of 40 (Project Report and Viva-Voce taken together) in CC 6.1 Ch.
- Marking Scheme for Project Report and Viva-Voce Examination

Project Report (50marks)

Chapter 1: Introduction	- 10 marks
Chapter 2: Conceptual Framework/National/International Scenario	- 5 marks
Chapter 3: Presentation, Analysis & Findings	- 25 marks
Chapter 4: Conclusion & Recommendations	- 10 marks

Viva-voce (50 marks)

In course of Viva-Voce Examination, the question may be asked in the following areas:

Importance/ Relevance Importance / Relevance of the Study, Objective of the Study, Methodology of the Study / Mode of Enquiry	-15 marks
Ability to Explain the Analysis, Findings, Concluding Observations, Recommendation, Limitations of the Study	-25Marks.
Overall Impression (including Communication Skill)	-10 marks.

THE COMPONENTS OF A PROJECT REPORT

The outcome of Project Work is the Project Report. A project report should have the following components:

1. **Cover Page:** This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
2. **Acknowledgement:** Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.
3. **Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
4. **Body of the Report:** The body of the report should have these four logical divisions.
 - a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
 - b) **Conceptual Framework/National and International Scenario:** (relating to the topic of the Project).
 - c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).
 - d) **Conclusion and Recommendations.** In this section, the concluding observations based on the main findings and suggestions are to be provided.
 - e) **Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
 - f) **Annexures:** Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

Note: Project Formatting Guidelines

1. *Page Size: A -4*
2. *Font: Times New Roman*
3. *Font Size: a. Main Headings: 16 pt- (Title Case)*
 - b. *Subheadings: 14 pt – (Title Case)*
 - c. *All Other Headings: 12 pt – (Title Case)*
 - d. *Main Text: 12 pt – (Normal/Sentence Case)*
4. *Page margin: Reasonable on all sides.*
5. *Text Colour: Automatic for text but diagrams may be coloured.*
6. *Paragraph Alignment: Justified*
7. *Line Spacing: 1.5 line spacing through the document.*

THE STEPS OF PROJECT WORK

STEP I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Note: *Students cannot use mere terminologies in Project Title like Ice-cream, Baby Products, Marketing, Advertising, Climate, Case Study of ABC Co. They should accurately describe the project title like Marketing Strategy of Ice-cream Parlours, Effect on Climate due to Human behaviour, Consumer Buying Perception towards Baby Products: Johnson & Johnson, Financial Ratio Analysis: Case Study of ABC Co.*

STEP II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor:

STEP III: Collection of information and data relating to the topic and analysis of the same

STEP IV: Writing the report dividing it into suitable chapters, viz.,

- Chapter 1: Introduction,
- Chapter 2: Conceptual Framework / National & International Scenario,
- Chapter 3: Analysis & Findings
- Chapter 4: Conclusion and Recommendations.
- Annexures: References / Bibliography

STEP V: The following documents are to be attached with the Final Project Report.

1. Approval letter from the supervisor (Annexure-IA)
2. Student's declaration (Annexure-IB)
3. Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Cover Page / Title page.

Project Report

**(Submitted for the Degree of B.Com. Honours in Accounting & Finance / Marketing/
under the University of Calcutta)**

Title of the Project

XXXXXXXXXXXXXXXXXXXXX

Submitted by

Name of the Candidate
CU Registration No.....
CU Roll No.
Name of the College
College UID.

Supervised by

Name of the Supervisor:
Name of the College:

Month & Year of Submission

Annexure-IA

Supervisor's Certificate

This is to certify that Mr./Ms a student of B.Com. Honours in Accounting & Finance/ Marketing / Taxation / E-Business of(Name of the College) under the University of Calcutta has worked under my supervision and guidance for his/her Project Work and prepared a Project Report with the title which he/she is submitting, is his/her genuine and original work to the best of my knowledge.

Signature

Name:

Designation:

Name of the College:

Place:

Date:

Annexure-IB

Student's Declaration

I hereby declare that the Project Work with the title (in block letters).....
.....
submitted by me for the partial fulfilment of the degree of B.Com. Honours in Accounting & Finance / Marketing / Taxation / E-Business under the University of Calcutta is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature:

Name:

Address:

CU Registration No.

Place:

Date:

Examples of a few broad areas of Project (List is indicative, not exhaustive)

- “Is attractive packaging really a necessity or eyewash?” A Study on Packaging of some Selected Companies
- 6 Major Environment Problems of Asia
- A Comparative Analysis on Consumer Perception towards Homogenous or Heterogeneous Product
- A Comparative Study of E-Banking Services
- A Comparative Study of Ola and Uber
- A Comparative Study of The Financial Performance with Reference to Selected Co.'s.
- A Comparison on Brand Purchasing to a Non-branded Product.
- A Comprehensive Study of the New Business "Customized Hub"
- A Study of Individual Investors in Capital Market
- A Study of Investors Preference towards Mutual Fund
- A Study of the Relation between Transfer Market Operation and Revenue Components in European Association Football
- A Study on Capital Markets
- A Study on Comparative Analysis of Time Spent on Usage of Different Apps in Smart Phones by the Users
- A Study on Homestay (Case Study on Impact of Covid 19 On Homestays)
- A Study on Network Marketing Industry
- A Study on Online Consumer Behaviour
- A Study on Pharmacist
- A Study on Primary Market Instruments in India
- A Study on Service Quality and Customer Satisfaction of Airlines (Aviation Sector)
- A Study on Six Sigma Training Program with Reference to Selected Companies
- A Study on the Attitudes and Purchase Behaviour of Consumers towards Eco-Friendly Products
- A Study on the Credit Card Users in the City
- A Study on the Growth and Performance of Textile Sector in India
- A Study on the Impact of Cashless Economy on Small Scale Enterprises in India
- A Study to Analyze the Effectiveness of Advertisement on Brand Equity of FMCG Brands
- Accounting Standard Analysis
- Adoption of E-Wallets: A Post Demonetization Study
- Advertising and its Effectiveness - An Overview with Respect to A Particular Sector or Firm
- After Effects of Covid -19 to the World Economy and Society
- After Sales Service and Customer Satisfaction
- Agricultural and Rural Banking
- An Analysis of Last Five Year's Union Budget
- An Analysis on Growth of Online Pharmacy
- An Analysis on the Working of Financial Weapons of Mass Destruction (Derivatives)
- Analysis of Consumption Patterns in Streaming Applications and Television Programming
- Analysis of E-Wallets
- Analysis of Life Insurance Sector in India
- Analysis of Mutual Funds
- Analysis of Pricing Policy of Ice Cream Industry
- Analysis of Product Mix with Special Reference to a Particular Company or Companies
- Analysis Of the Potential of E-Waste Management in The Indian Market with A Study on The Consumer's Perception of Recycling E-Waste

- Analysis on the Usage and Preference of Consumer towards Netflix, Amazon Prime and Disney Hotstar in Kolkata
- Analyzing Consumption Patterns and Brand Preferences of Generation Z Consumers towards the Cola Brands
- Any topic concerning Local Economic /Entrepreneurial issues / New Business Proposal Artificial Intelligence
- Artificial Investment in Financial Sector
- Attractive Packaging a Necessity or an Eyewash- A Relative Study
- Backbone of Trade - Shipping Industry
- Banking Fraud
- Black Marketing
- Black Money and Tax Evasions in India
- Brand Image and Its Impact on Buying Behaviour
- Brand Repositioning
- Business Aggregator and Its Working
- Business and Government
- Business Process Outsourcing
- Capital Market
- Capital Market Structure of Indian Companies
- Carbon Credit
- Carbon Credit Print
- Cash Management
- Challenges of Online Shopping: A Comparative Analysis between Amazon and Flipkart
- Changing Consumption Pattern of Millennial Towards Fast Food Industry
- Cloud Technology Changed the Future of Data Storing
- Commercialization of Sports
- Comparative Analysis between Public Sector and Private Sector Banks
- Comparative Analysis of Marketing Strategies between Different Firms
- Comparative Study on Online Cab Booking Services
- Comparative Study on Pre and Post Merger of SBI Comparison between Top 4 Insurance Companies
- Comparison Growth of Indian Tyre Companies
- Comparison in Aviation Sector between Air India and Spice Jet
- Comparison in Service Facilities of a 5 Star, 4 Star & 3 Star Hotel
- Comparison of Economic Aspect of Two Firms of Public Sector Undertaking and Private Sector Undertaking
- Competitive Strategies of Online Cabs
- Consumer Awareness
- Consumer Behaviour and Satisfaction
- Consumer Behaviour on Spread of Fake Information through Social Media
- Consumer Perception and Marketing Strategy
- Corporate Frauds/ White Collar Frauds
- Corporate Governance
- Corporate Social Responsibilities
- Cost And Benefit Analysis of E-Commerce Investment for Corpus Life science Pvt Ltd
- Covid-19 and its Global Impact
- Credit Rating System & its Management.
- Credit Risk Management in Banks: Opportunities & Challenges.

- Customer Awareness
- Customer Relationship Management
- Debt Trap: A Looming Cloud over India's Growth Prospects
- Debtors Management
- Demonetization and Its Effects
- Development of Online Studying Digital Marketing and Networking
- Direct Marketing & Networking
- Direct Tax Code (DTC)
- Doom of Handicraft Industry in India
- Eco Tourism
- Economic Civilization of India
- Effect on Employment for Acid Attack Survivors and Transgender
- Effectiveness of Advertising
- E-Grocery - An Organic Revolution
- Electronic Vehicle's Market and its Future Prospects
- Emergence of E-Commerce in India
- Environmental Accounting
- Environmental Management
- Equity Analysis
- Equity Linked Savings Scheme
- Factors Affecting Investment Decisions
- FDI in India
- Financial Inclusion
- Financial Performance Analysis of Selected Companies (Including Working Capital Management & Ratio Analysis)
- Financial Sector Reforms
- Financial Statement Analysis
- Financing Of Bollywood Movies
- Foreign Currency Forecasting
- Foreign Exchange Market in India
- Forensic Audit
- Franchise Business
- Gender Discrimination in Terms of Wages/Salary
- Goods and Service Tax (GST)
- Green Accounting
- Green Audit
- Green Banking
- Green Environment - Analysis with Respect to Selected Companies
- Green Marketing
- Green Packaging
- Growing Importance of Brokers in Financial Market
- Growing Threat of Money Laundering
- Growth and Business of Online Video Content and Vlogs
- Growth and Development of Hospital Industry
- Human Impact on Environment
- IFRS and Indian Accounting Standard - Opportunities and Challenges
- Impact of Cheaper Internet on Consumer Behaviour
- Impact of Coronavirus on Economy

- Impact of Digital Marketing on Traditional Marketing
- Impact of Social Media Marketing on Consumer Behaviour
- Impact of Social Networking on Youth
- Impact on Introduction of 5G
- Implementation of GST and the Impact It Has Made in the It Sector
- Implementation of SAP
- Importance of Digital Marketing in Today's Business
- Income-Expenditure Pattern of Middle-Class Families
- Indian Education System
- Industrial Analysis on Fast Moving Consumer Goods Sector
- Industrial Marketing vs. Consumer
- Initial Public Offering
- Innovative Advertising Strategies Doing Wonders
- Insider Trading
- Insurance Industry in India
- Internet and Network Security
- Internet Marketing
- Inventory Management
- Limited Liability Partnership Firms Vs Companies and Partnership Firms- A Comparative Analysis Liquidity & Profitability Analysis of Reliance Industry Ltd.
- Logistics in India
- Major Incidents in Indian Corporate Legal Sector - Corporate Frauds
- Make In India
- Market Research
- Marketing and Promotional Strategies with Respect to Selected Companies
- Merger and Acquisition
- Mergers and Amalgamation in Banking Sector
- Micro-finance Institutions in India
- New Business Idea/ Start-up Idea
- Non-Performing Assets and Its Management
- Online Banking and Its Services Analysis
- Online Food Delivery Apps- Impact on Consumer's Lifestyle
- Online Marketing Vs Offline Marketing
- Online Supply Chain Management
- Packaging - Its Impact on Sales
- Paid Disparity in Corporates
- Passenger Satisfaction in Indian Railways
- Portfolio Optimisation
- Pre- and Post-GST Scenario in India
- Prevention and Storage (Cold Storage) Of Agricultural Products
- Public Awareness, Knowledge and Understanding of GST in India
- Public Sector Undertakings and Indian Economic Development Business & Government
- Relationship between Working Capital and Firm's Performance
- Relevance of Small-Scale Industries in Economic Development
- Revenue Generation Model of Online Gaming
- Revised Schedule III of Companies Act, 2013
- Risk and Return Analysis
- Risk Management

- Role of Automobile Industry in Fulfilling Middle Class Dream
- Role of Celebrities in Brand Endorsement
- Role of MNC's In Economic Development
- Role of MSMEs in the Indian Economic Development
- Role of Packaging in Sales of FMCG Products
- Role of SEBI in Investor Protection and Grievance Redressal - A Critical Evaluation
- Role of Social Media in Consumer Behaviour and Their Daily Life
- Rural Banking and Agricultural Financing
- Sales & Distribution Management
- Saving Habits of Rural People
- Setting Up of a Small-Scale Manufacturing Unit
- Six Sigma and Its Development in Hospitality Sector
- Smart Cities in India-The Opportunities and Challenges
- Social Entrepreneurship
- Social Media Influencers and Their Impact on Consumer Behaviour
- Socio-Economic Issues Pertaining to Women and Children
- Spending Habits of Students
- Sports Leagues in India: Commercialisation and Its Impact on Indian Sports
- State wise Data on Public Distribution System in India for the Last 10 Years
- Stock Market in India
- Student's Attitude towards Entrepreneurship
- Study of Income-Expenditure Behaviour of Middle-Class Families
- Study of Non-Performing Assets
- Study of Pricing and Valuation of Derivative Instruments
- Study on Aviation Sector in India
- Study On the Market Awareness of Intellectual Property Rights
- Study on the Marketing Mix
- Subprime Meltdown and its after effect with case study from Indian Industry.
- Telecommunication Industry in India
- Telehealth - Medical Sector in an Indian Economy
- The E-Commerce Facelift: How Artificial Intelligence Is Utilized to Improve Customer Experience by E-Commerce Giant Amazon
- The Growth of Factoring Industry in India (A Case Study on SBI Global Factors Ltd.)
- The Impact of Celebrity Endorsement on Brand Personality: An Empirical Study on Unilever's Lux on Being Beauty Bar of Film stars!
- The Indian Défense Industry
- The Sub Prime Crisis
- Tourism Industry - Before and After Coronavirus
- Venture Capital and its Importance in Modern India
- Water Quality & its Management
- Women Education and Its Impact on Indian Economy
- Women Empowerment in Various Sectors