B.COM. PART- III (HONOURS)

PROJECT WORK (PAPER- 3.5)
Compulsory

As part of the 3rd year curriculum, preparation of a project report is compulsory as part of “Project Work”. This has to be carried out by each and every student of the 3rd year. It shall carry 50 marks and is compulsory. The topic can be chosen by the students from the list of relevant topics.

The list of topics are as follows:-

2. E-commerce and its relevance.
3. Corporate Social Responsibility.
5. Role of MSME’s in the Indian Economic Development.
7. Customer Relationship Management. (CRM)
10. Risk and Return Analysis.
11. Equity Linked Savings Scheme.
12. Analysis of Mutual Funds.

NOTES:-

1. Students should collect relevant information and data during Puja recess.
2. The report should be finalized through the interaction between the students and supervisors during the period from November – January.
3. The final project report should be submitted by the end of February.
4. The evaluation of the Project Report and Viva-Voice examination should be conducted during the month of March with the help of both External and Internal examiners.

5. 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.

6. Three copies of the Project Report should be prepared of which two copies to be submitted to the College authorities and one copy to be retained by the student which he/she bring at the time of examination.

**Student should not resort to acts like 'Plagiarism' and 'Cut and Paste' techniques from Websites/Internet.**
B.COM Part - III Honours
PROJECT WORK (Paper 3.5)

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.

5) 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.

6) 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)

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.)

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-I)
2) Student's declaration (Annexure-II)
3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.
Project Report

For the Degree of B.Com. Honours in Accounting & Finance / Marketing/ .......... under the University of Calcutta)

Title of the Project

XXXXXXXXXXXXXXXXXXXXXXXXX

Submitted by

Name of the Candidate: ..................................................
Registration No.
Roll No.
Name of the College ..................................................

Supervised by

Name of the Supervisor:
Name of the College:

Month & Year of Submission
Supervisor's Certificate

This is to certify that Mr./Ms. ................................................., a student of B.Com. Honours in Accounting & Finance / Marketing / Taxation / Computer Applications in 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 .................................................

The project report, which he/she is submitting, is his/her genuine and original work to the best of my knowledge.

Signature:

Place:

Date:

Designation:

Name of the College

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 / Computer Applications in 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:

Place:

Date:

Name:

Address:

Registration No.

Roll No.
PROJECT WORK
GUIDELINES REGARDING EACH TOPIC

Scope of work and basic guidelines for each topic in the Project Work

1. Capital markets with risk management.
   - an index (e.g., Sensex, Nifty)
   - one stock.
   Take out past 5 year data i.e. movement of stock/index and calculate the Beta factor (risk). Track the movement vis-a-vis the risk and return and then present year analysis.

2. E-commerce and its relevance.
   From different types of e-com models take one (i.e., B2B, B2C, C2C, etc.), Study the example of one such Company with focus on:-
   a) technology used (EDI, EFT)
   b) Stability and relevance of model.
   c) Impact of e-commerce on business w.r.t. marketing.

3. Corporate Social Responsibility.
   Can take up one Company as case study and then analyse it from the point of view of:-
   a) relevance of CSR activities
   b) what the Company is doing presently.
   c) Impact of CSR activities on its bottom line.

   Take up the audited financial statements of any one Company and take out the relevant ratios from it. The calculated ratios need to be interpreted by the student and then write analysis for it.

5. Role of MSME’s in the Indian Economic Development.
   Take up one such institution/bank which specializes in MSME financing.
   a) Activities carried out by such organizations.
   b) Type of funding – Fund based, Fee based
   c) Impact on Indian economy.

   Can take up one Company as case study. Analyse the following:-
a) From one Company can take up one brand, product, product line.

b) Study its marketing strategies – entire marketing mix:

c) Promotional strategies – promotion mix
   - advertising
   - sales promotion
   - personal selling
   - publicity

7. Customer relationship management.

Take one case study with focus on:-
   a) Steps taken for CRM process.
   b) Technology/Software used for the purpose of CRM.
   c) Impact on the Company because of CRM.
   d) Competitive strength.


Take up one Company with last 3yr./5yr. data regarding working capital (from annual reports) and then compare/analyse.
   Interpretations to be done of the above and give suggestions/recommendations.


Take one example of instrument/company of mutual fund and insurance. Study can be based on risk and return of any one of the above. This can be done over the years or between 2 companies or within a company.

10. Risk and return analysis.

This can be done for any financial instruments (i.e. equity stock, mutual fund……) and take out its B risk factor. This can be done on the basis of time vis a vis different instruments.

   OR

   Analysis can be done by taking 2-3 instruments instead of time focus. The risk profile of such instruments can be studied and analysed.

11. Equity Linked Saving Schemes (ELSS)

Take up 1/2 such ELSS schemes over a time period. Study and analyse such schemes with respect to their MSR profile. How the returns for such schemes is superior/different from other schemes. A differential analysis can be done.

12. Analysis of Mutual Funds.

A general study of mutual funds taking 2-4 mutual funds or sectoral analysis or specific/speciality MF’s or MF’s of different companies can be done.