

GUIDELINES FOR CAPSTONE PROJECT (8446) BBA Program

1. Introduction

After the completion of core and advanced-level courses in the BBA program, students are required to undertake a Capstone Project. This final semester project provides students with the opportunity to apply theoretical knowledge to real-world problems through independent research or problem-solving. The project helps bridge academic learning with professional skills required in industry or further academic research.

1.1 Capstone Project Objectives

The Capstone Project aims to:

- Integrate multidisciplinary knowledge and skills
- Apply research methods to a real or simulated business/financial issue
- Enhance students' analytical, communication, and report-writing abilities
- Foster problem-solving, critical thinking, and decision-making skills
- Strengthen readiness for the job market or postgraduate studies

1.2 Selection of Project Topic

Students should propose a topic aligned with the subjects of Business Administration, e.g., Accounting, Finance, Marketing, Human Resource Management, Supply Chain, Operations Management, Insurance, international trade etc. The topic should be approved by the Resource person/Tutor allocated and meet the criteria of:

- i. Relevance to the program objectives
- ii. Research-ability and availability of data
- iii. Feasibility within the timeframe and resources

Suggested Project Areas: (Departments may amend as per their requirements)

- i. Financial analysis of listed companies with detailed comments
- ii. Comparative analysis of business organizations with explanation
- iii. Field study on auditing & accounting procedures in public or private bodies
- iv. Development of a business plan or feasibility study
- v. Case studies on SMEs/large-sized organizations
- vi. Review of policies of the Government for business initiatives

1.3 Role and Responsibility of the Student

Students are expected to:

- i. Conduct independent research or fieldwork
- ii. Adhere to ethical research standards and academic integrity
- iii. Maintain regular contact with the assigned supervisor
- iv. Submit work as per deadlines and guidelines
- v. Demonstrate seriousness, originality, and academic discipline

1.4 Focus of Work

The Capstone Project should be focused and practical. Students must:

- i. Define a clear problem statement based on practical issues in the real-life scenario
- ii. Support analysis with theory and evidence
- iii. Demonstrate application of research methods and data interpretation
- iv. Provide concrete findings and actionable recommendations
- v. Maintain an academic tone with professional formatting

1.5 Pre-Project Readings

Before initiating the project, students must review relevant literature and resources such as:

- i. Academic journals
- ii. Business reports and financial statements
- iii. Industry-specific publications
- iv. Regulatory and policy documents
- v. Govt. policies and regulations

1.6 Project Work Plan (Suggested Timeline)

Time	Activities
Weeks 1–2	Topic selection, supervisor approval, literature review
Weeks 3–4	Research design, data collection tools, proposal writing
Weeks 5–6	Data collection (survey/interview/secondary data)
Weeks 7–8	Data analysis, preparation of charts/tables
Weeks 9–10	Drafting chapters and submitting for supervisor feedback
Weeks 11–12	Final editing, proofreading, and submission

1.7 Guidelines for Writing Capstone Project Report

- **Page:** A4 size
- **Font:** Times New Roman

- **Spacing:** 1.5 line spacing
- **Margins:** 3 cm on all sides
- **Justification:** Fully justified
- **Paragraphs:** Use blank lines between paragraphs and sections
- **Headings:** Use hierarchical heading formatting (Heading 1, 2, etc.)
- **Word Count:** 6,000 to 8,000 words (excluding annexures)
- **Page Numbers:** Roman numerals (i, ii...) for preliminary pages, Arabic (1, 2...) from Chapter 1
- **Spelling/Grammar:** Use MS Word grammar/spell check

1.8 Format of Capstone Project Report

- i. Title Page
- ii. Supervisor's Certificate
- iii. Acknowledgements
- iv. Table of Contents
- v. List of Tables & Figures
- vi. Executive Summary
- vii. Chapter 1: Introduction
- viii. Chapter 2: Literature Review
- ix. Chapter 3: Research Methodology
- x. Chapter 4: Data Analysis & Findings
- xi. Chapter 5: Conclusions & Recommendations
- xii. References (APA or Harvard style)
- xiii. Annexures

1.8 Contents of the Report (Minimum Requirements)

- i. **Introduction (500–700 words):** Problem background, objectives, scope
- ii. **Literature Review (800–1000 words):** Theoretical base, past studies
- iii. **Methodology (600–800 words):** Research type, tools, sampling, data collection
- iv. **Data Analysis (1500–2000 words):** Quantitative/qualitative analysis, tables, interpretation
- v. **Conclusion & Recommendations (600–800 words):** Findings, suggestions, policy implications

General Rules Regarding Capstone Project

1. Every student enrolled in the capstone project must complete it within the allocated semester under the supervision of a Supervisor (who will be appointed from the list of AIOU Registered Tutors) allocated.

2. The responsibility to propose a suitable topic lies with the student. The topic selection and approval will be done by the Supervisor (who will be appointed from the list of AIOU Registered Tutors) allocated.
3. The Supervisor will guide students about the objectives, structure, ethics, and report writing of the Capstone Project.
4. Plagiarism Or Hiring Of Ghost Writer(S) For Capstone Project Will Debar The Student From The Award Of the Degree/Certificate If Found At Any Stage.
5. At the end of the semester, the final capstone project must be submitted in electronic format via LMS for evaluation by the allocated Supervisor.
6. The Supervisor will assess the Capstone Project based on the following areas:
 - Quality of report
 - Originality and depth of analysis
 - Relevance of recommendations
 - Adherence to structure and format

Grading Components and Criteria

7. The passing marks for the Capstone Project are 50 out of 100. Failure to meet the minimum score will result in a re-enrolment requirement.
8. Evaluation may be conducted by the Supervisor, not exceeding 70 students per evaluator.
9. The University holds no financial liability related to any field visits or data collection undertaken by the student.