Final Project

<<Project Topic>>
(Bold, 16 font, Times New Roman style)

A REPORT
SUBMITTED TO THE DEPARTMENT OF MANAGEMENT SCIENCES,
VIRTUAL UNIVERSITY OF PAKISTAN
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF BS BUSINESS ADMINISTRATION
(Bold, 12 font, Times New Roman style)

Submitted By

<<Student ID>>
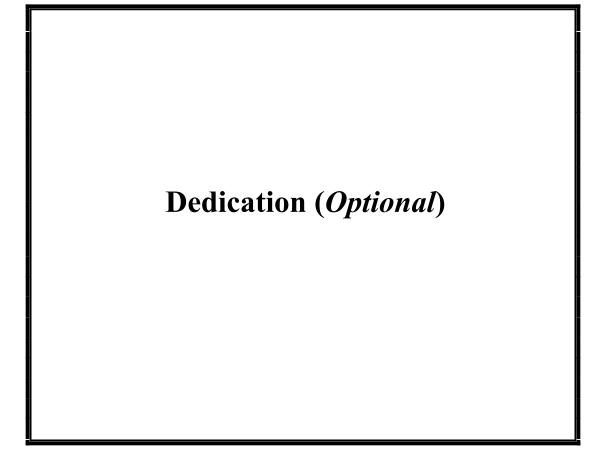
<<Student Name>>
(Bold, 16 font, Times New Roman style)

Department of Management Sciences,
Virtual University of Pakistan

Letter of Undertaking

You are required to fill in the **Letter of Undertaking** provided in the 'Download' section of the course VULMS and attach here the scanned copy after signing it.

Dedication (*Optional*)

Acknowledgement

Here you will write a brief paragraph to acknowledge the help and support you received through out your project. You can acknowledge the library staff, lecturer, family or any other person who helped you in your project completion.

Executive Summary

An executive summary is one among the several important parts of a report. It is like a micro image of the research report because it deals with all the sections of it. It may range from one to two pages providing brief overview of the subject matter, methods of analysis, findings and recommendations. It comprises several paragraphs which are numbered and deal with the following sections:
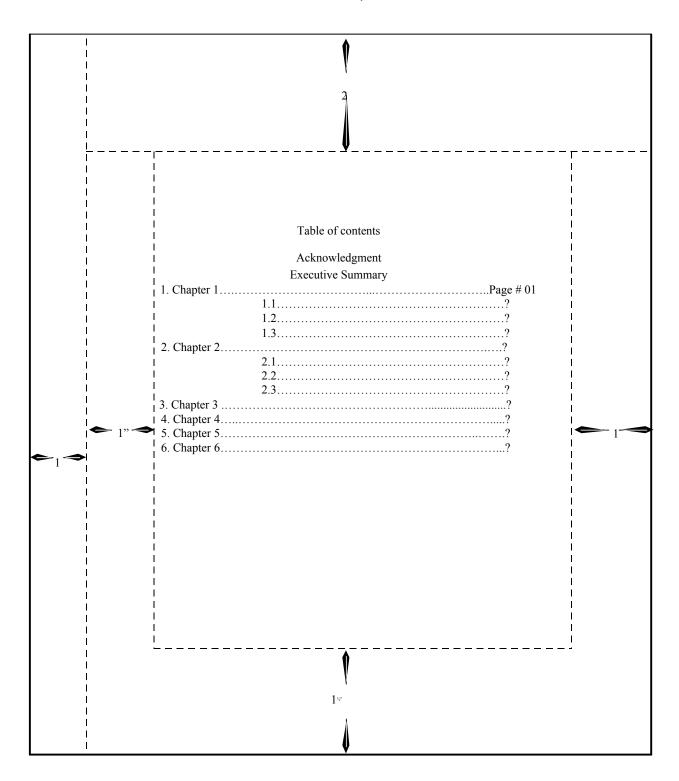
Paragraph one (1) should deal with back ground of the study.

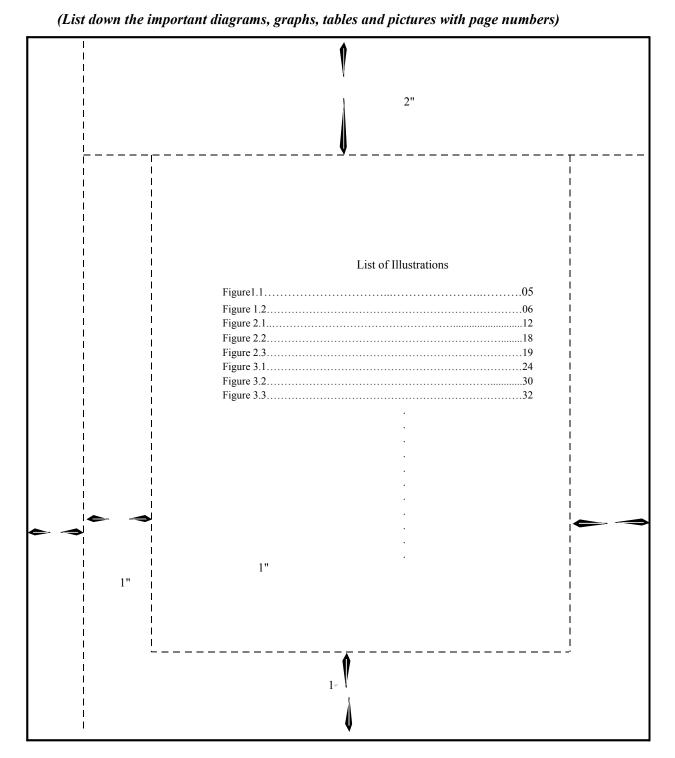Paragraph two (2) should deal with the purpose and methodology of the research/study.

Paragraph 3, 4 should deal with the findings of the study.

Last paragraphs should deal with recommendations of study and action plan if any.

Table of Contents
(Enlist the main headings and sub-headings of the project along with page numbers)

2

Table of contents

Acknowledgment

Executive Summary

1"

1

1

1½"

Specimen List of Illustrations

(List down the important diagrams, graphs, tables and pictures with page numbers)

2"

List of Illustrations

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1"

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Chapter 1)   Introduction

In this part, a brief and comprehensive introduction of the topic under study is given. It includes:

- Introductory paragraph
- Description of the project title i.e. what this project is all about?
- Rationale – Why this research is needed?

1.1 Background of the project: Describe briefly the background i.e. the impact and implication of the topic on the environment (the specific set up in which you are studying the issue). It should be well elaborated. It is advised to include current facts and figures in background. You can also explain it in context with the work already done on the topic. It should provide all the necessary initial information so that the reader can better understand the situation under study.

1.2 Introduction of the organization's business sector

1.3 Introduction of the Company(s) - *(If applicable as per the selected topic)*

- Provide brief introduction of the organization(s) selected for the project.

- Give reasons why you have selected these organization(s) for your project.

1.4 List of competitors (If applicable as per selected topic)

1.5 Objectives: State the objectives/goals of your project, keeping in mind the following points:

- These should state the purpose of the project

- These must be based on logical facts and figures

- These must be achievable within specified timeframe and parameters

- These should clearly indicate and encompass the issues under study.

- The specified objectives should be clearly phrased in operational terms specifying exactly what you are going to do, where and for what purpose

Note: At the end of the study, objectives must be assessed to see if they have been met/achieved or not.

1.6 Significance: It lays down the importance or potential benefits of your project. Describe the importance of the project to various stake holders. It specifies how your study has improved, modified or broadened presented facts in the field under study. Make a note that such improvements/ modifications may have significant implications also.

When you are taking into account the importance of your study, pose yourself the following questions.

- What will be the outcomes of this research study?
- Will the results of this research contribute to the solution or development of anything related to it?
- How will results of the study be implemented and what innovations will come out?

Chapter 2)   Data Processing, Analysis & Interpretation

This section should provide solid or concrete foundations to the study. Quality and value of the research report depends upon how precisely and accurately the data is collected, processed, analyzed and interpreted so that fruitful conclusions may be drawn out of it. It includes:

2.1 Data Collection Sources: (Describe all the primary and secondary sources used for data collection)

2.2 Data Collection Tools/Instruments:

- Which tools are used for data collection (i.e. Questionnaire, Structured Interviews, Observations, etc.)?
- Why a particular tool is selected?
- Is it possible to use multiple tools? If yes, provide justification.

2.3 Subjects/Participants:

- What is the target population?
- What sampling frame is used?
- What type of sampling technique is used?

2.4 Data Processing, Analysis and Interpretation:

- Mention the methods used to extract and process the information gathered
  - Codification of the data
  - Software used to process the data
  - Statistical technique (percentage, mean, median, or any other)
- Provide the actual data processing and complete analysis along with its interpretation.

Note: You are also required to attach the raw data files supporting your data analysis along with the project. (IF applicable)

2.5) Summary

Summarize the findings/results of your data analysis and state how the outcomes of your research relate to the project objectives. It may range from 2-4 pages. Do not include examples/ illustrations or your own opinion in this part of the report.

(Hint: Provide gist of the report by relating sub-section 1.5 with 2.4)

Note: 'Executive Summary' provides an overview of the complete report whereas 'Summary' provides a brief account of the findings/results and objectives of the report.

Chapter 3) Conclusion, Recommendations & Limitations:

3.1) Conclusion

Precisely state the final outcomes of the work. It is the ultimate result of the inquiry conducted under the given context and circumstances. Conclusion/findings should be in short yet comprehensive sentences/paragraphs. Each sentence/paragraph describing new idea should be bulleted.

3.2) Recommendations

This section deals with your proposed solutions or plans to cover and remove all the flaws and deficiencies that you think (in light of data processing and analysis) needs to be removed or improved. Recommendations should be clear, specific and based on your findings. They must be logical and applicable.

3.3) Limitations

Limitations of a project refer to limiting conditions or restrictive factors that may have an effect on the project. Project should be critically analyzed after its completion. A precise list of all the limitations of the study is to be illustrated under this heading. You may consider following points while writing limitations of the study:

- Access to the concerned participants/respondents
- Access to the required information
- Timescale
- Reluctance or hesitation of participants to participate in the study
- Budget constraint
- Scope of study
- Any other limitation

The discussion of limitations should avoid overemphasizing the weaknesses. Its aim should be to provide realistic basis for assessing the results.

a) **Introduction of the student**

- Last Degree Obtained:
- Organization's Name:
- Designation:
- Experience (Years)

b) **Appendix/Appendixes**

These contain material related to the report but not included in the text because these were lengthy or not directly relevant. These include:

- Statistics or measurements
- Maps
- Complex formulas
- Long quotations
- Photographs
- Related correspondence (letters of inquiry etc.)
- Texts of law, regulations etc.
- Questionnaire, Structured interview questions, Profile of participants of Focus Group Discussion etc. (IF applicable)

c) **Bibliography**

A bibliography is a list of source materials on a particular subject. In a formal report it shows what books and other library materials were consulted. As part of the reference matter, it follows the appendix or appendices. APA format should be used for citing the references.

Note: The APA format for reference citation is given in the Lesson # 45 of the handouts of STA630. It is also advised to consult the course of STA630 for a better understating of the research process.

d) **Index**

An index is an alphabetical list of names, places and subjects mentioned in the report, along with the page on which they occur.