

Guidelines for the Field Projects

Nature of the Field Project:

- 1. Field project must be related to the intended specialization of the student.**
2. Field projects must be done individually. Group projects are not permitted.
3. The project should involve fieldwork; **online projects are not permitted.**
4. Primary data collection is mandatory.
5. Field projects can be quantitative / qualitative in nature or even use mixed approaches.
6. Field projects can involve surveys, interviews, case studies, visits or observation studies.
7. For surveys, the sample size should be between more than or equal to 100 participants.
8. For in-depth interviews (lasting at least 45-60 minutes), the sample size should be a minimum of 25 participants.
- 9. Total Hours of Effort Expected: 160 Hours, (This can be completed during the Semester, Saturdays, Sundays, Public holidays, Winter vacation in between Sem-I and Sem-II)**

B - 2] Permissible Partner Organizations:

Students have the flexibility to conduct their field projects with any of the following organizations:

- . Companies listed on either NSE or BSE in India /abroad
- . Unlisted subsidiaries of Listed Companies.
- . Government / Semi-Government Undertaking / PSU
- . Government Offices
- . Consultancy Firms
- . Start Ups with an existence of 3 years or more and manpower more than 25.

- . Family managed businesses with an existence of 5 years or more and manpower more than 25.
- . Cooperative Societies

NOTE: Students can also carry out the Field Work without being associated to a specific organization.

Such projects may involve **quantitative / qualitative fieldwork** related to:

- Contemporary issues of businesses
- Specialization specific concepts
- Local or regional concerns
- Matters of national importance.

Reporting and Presentation: Prepare a professional report & presentation that outlines your project, methodology, findings, and recommendations as per the outline given below. Your report should be clear, well-structured, visually appealing & the presentation must be delivered professionally.

Presentation could be through any of the enlisted formats: (this is an indicative list and innovative formats if any beyond this list may be adopted) -

1. Traditional Slide Deck Presentation
2. Infographics
3. Video presentation
4. Paper presentation
5. Poster presentation
6. Webinar or online presentation
7. TED-style presentation (Technology, Entertainment and Design)
8. Storytelling Presentation etc.

Indicative break up of hours (160 hours)

1. **120 hours** - On fieldwork (The field project shall be spread throughout the second semester, can be start immediately after Sem-I exam Winter vacation)
2. **40 hours** – Pre and post-field work including proposal making, analysis, report writing, etc.

Evaluation Pattern:

Total Marks: 150

Formative Assessment: 50 Marks (Internal Evaluation)

Summative Assessment: 100 Marks (External Evaluation)

Formative Assessment Weightage (50 marks):

- 1 Project Proposal - 5 marks
- 2 Interim Progress review I / Report I - 5 marks
- 3 Final Project Report - 10 marks
- 4 Final Presentation (30 marks with break up as indicated below)
- 5 Project Objectives - 5 marks
- 6 Quality of Analysis and Research - 5 marks
- 7 Problem Solving and Decision Making - 5 marks
- 8 Innovation and Impact - 5 marks
- 9 Documentation and Reporting - 5 marks
- 10 Reflection - 5 marks

Summative Assessment Weightage (100 marks):

- 1 There shall be a panel of 2 examiners for the Final Viva-Voce
- 2 University shall nominate External Examiners
- 3 Director shall nominate Internal Examiner

4 Presentation by each student along with a spiral bound report is mandatory

5 Students will **deliver a 15 minutes presentation** about their field project.

6 The panel will evaluate **the presentation for 50 marks** and the **viva-voce shall have a weightage of 50 marks.**

7 The presentation & the External viva voce shall evaluate the Field Project on:

- Project Objectives
- Quality of Analysis and Research
- Problem Solving and Decision Making
- Innovation and Impact
- Documentation and Reporting
- Reflection

IBM RD 208 - RM 03 - Field Project