

# UNIVERSITY OF KARACHI

## PROJECT REPORT

BBA – VIII (Hons.)

**Course Title:PROJECT REPORT**

**Course Number : BA (H) – 622**

**Credit Hours : 03**

### **Objective**

The purpose of this project is to create an understanding among the students to recognize the problem and conceive its solution before presenting the report. This course has been placed in the last semester of fourth year with an intention that by this time the students have gone through all the required courses of business. One of the most important subjects relevant to project report writing is the research methods which students have already studied in the sixth semester. Project Report consists of various parts which are described in the contents as under:

### **Course Contents**

#### **1. The Format of the Report**

- 1.1 Preliminaries
- 1.2 Main Text
- 1.3 Miscellaneous

#### **2. Title Page**

- 2.1 Topic / Title
- 2.2 Name of the Author
- 2.3 Name of the Report Supervisor
- 2.4 Name of the Institution
- 2.5 Submission Date of the Report

#### **3. Acknowledgement**

#### **4. Contents of the Report**

#### **5. Executive Summary**

#### **6. Hypothesis / Hypotheses**

## **7. Research Methodology**

- 7.1 Research Method / Design
- 7.2 Research Instrument
- 7.3 Respondents Defined
- 7.4 Time, Cost and Other Limitations

## **8. Background of the Topic**

- 8.1 Introduction of the Subject
- 8.2 Defining the Problem
- 8.3 Importance and Scope of the Study
- 8.4 Terminologies and Concept Defined
- 8.5 Review of Literature

## **9. Research Proposal and Its Approval**

### **10. Text of the Report**

### **11. Research Analysis**

- 11.1 Management Aspect
- 11.2 Financial Aspect
- 11.3 Marketing Aspect

### **Note : Requirement for award of BBA (Honors) Degree Program**

- 1. Business Internship : 6 – 8 Weeks**
- 2. Comprehensive Examination : Evaluation shall be on the basis of pass / fail. There shall be no grading or marks for comprehensive examination.**