

FIELD PROJECT PROPOSAL

Title: Changing Consumer Preferences: The Impact of Millennials And GenZ on Retail Banking and Payment Systems.

Introduction

Review of Literature

Problem Statement

Objectives of Study

Significance of Study

Plan for Developing / Executing the Project

References:

Dr. Vaishali Patil
Project Guide

Dr. Divya Lakhani
HOD – MBA

Dr. B H Nanwani
Director

Interim Progress Report

| No. | Description | Date | Signature of Guide |
|------------|------------------------------|-------------|---------------------------|
| 1 | Project Proposal | | |
| 2 | Questionnaire – Review | | |
| 3 | Questionnaire - Finalization | | |
| 4 | Data Collection | | |
| 5 | Data Analysis | | |
| 6 | Report Preparation | | |
| 7 | Preparation for Viva-Voce | | |

**Sadhu Vaswani Institute of Management Studies for Girls
6, Koregaon Road, Pune 411001**

11 March 2025

**MBA I Semester II (2024 Pattern)
Academic Year 2024-25 (Batch 2024-2026)
208 – RM – 03 – Field Project
Guidelines**

Preamble:

- 1) To integrate theory and practice by providing students with the opportunity to work on real-world issues.
- 2) To provide experiential learning opportunities that go beyond traditional textbooks and classroom learning.
- 3) To provide a platform to explore the functional aspects of each specialization.
- 4) To deepen students' understanding of management concepts and frameworks.
- 5) To develop application-oriented approach by bridging the gap between theory and practice.
- 6) To foster the development of critical skills, a professional mindset, and a result-oriented approach.
- 7) To highlight the insights from the business environment of the geographical region.

Nature of 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)

Credits:

Field Project shall have a weightage of 4 credits.

Evaluation Pattern:

Total Marks – 150

Formative Assessment – 50 Marks

Summative Assessment – 100 Marks

| | Formative Assessment Marks | Summative Assessment Marks |
|--|-----------------------------------|-----------------------------------|
| Project Proposal | 5 | |
| Interim Progress Review/Report | 5 | |
| Final Project Report | 10 | |
| Final Presentation /Viva-Voce | | |
| a) Project Objectives | 5 | 15 |
| b) Quality of Analysis and Research | 5 | 25 |
| c) Problem Solving and Decision Making | 5 | 15 |
| d) Innovation and Impact | 5 | 15 |
| e) Documentation and Reporting | 5 | 15 |
| f) Reflection | 5 | 15 |
| TOTAL | 50 | 100 |

Key Points:

- 1) There shall be a panel of 2 examiners for the Final Viva-Voce.
- 2) Presentation by each student along with a Black Bound Report is mandatory
- 3) Students will deliver a 15-minute presentation about their field project

Other Guidelines for the Preparation of Project Report

1. The students should submit two hard copies and one soft copy of their project report in PDF Format,
2. **The report should be bound hard (Black Cover with Golden Embossing) to the Institute as per the prescribed guidelines.**
3. The matter should be typed on A-4 size BOND PAPER with Times New Roman font of size 12 points, with a spacing of 1.5 pts. between the lines.
4. In the interest of environmental considerations, students are encouraged to print their project reports on both sides of the paper.
5. A margin of 1.5' on left side and 1' on right side should be kept. A margin of 1.0' at the top and bottom should be kept.
6. No headers and footers should be used. No borders should be used for regular test pages.
7. The matter should be printed in black ink only. Colour ink for graphs and charts can be used
8. The report should be printed on **Executive Bond white paper**. No company stationery should be used. Logo, water marks, brands of the company etc should not be displayed in the report.
9. Each chapter should begin on a new page.
10. No Page numbers for Title Page, Acknowledgement, Declaration by the Student, Certificate from the institute, Certificate from the organization, Index, List of Tables, List of Figures, Executive summary. These have to be numbered separately (Roman Numerals).
11. Minimum number of pages for the project (excluding above) should be 60.
12. The pages should be centrally numbered at the bottom of the page.
13. The index should contain the name of the chapter and the page number.

The report must reflect 160 hours of work.

The completion of Field Project shall be certified by respective Project Guide and approved by the Director