Project- EC6 B15 (pr)

As a part of the requirements for BA programme every student must do a project. Project work is meant for providing an opportunity to approach and study a problem in a systematic and scientific manner. It provides them an opportunity to apply tools they have studied and learn the art of conducting a study and presenting the report in a structured way. A project process includes formulating the research problems, literature survey, development of working hypothesis, preparing the research design, determining the sample design, collecting the data, execution of the project, analysis of data, hypothesis testing, generalization and interpretation and preparation of the thesis. Here we give an outline of how a project work carried out and about the report with an example for B.A Economics programme.

Basic ingredients of a project design

The project work can be designed by considering the following elements.

i.   Selection of a Topic

ii.   Pilot survey-a trail run questionnaire/ schedule

iii. Significance/relevance of the study

iv.   Review of related literature

v.   Formulation of research questions

vi.   Research objectives

vii. Coverage (universe/sample& period of study

viii. Data sources(primary/secondary)

ix.   Methods of analysis i.e., tools and techniques

x.   Limitation of the study

xi.   Data analysis

xii. Conclusion

Structure of the project report

The report should be organized in the following sequence:

     I.   Title page

    II.   Name of candidate

   III.   Declaration of student

   IV.   Acknowledgments

    V.   List of Tables, List of figures, Table of contents

   VI.   Introduction

  VII.   Significance/relevance of the study

VIII.   Related work(review of literature), if any

  IX.   Objectives, methodology and data sources

    X.   Chapter scheme (if need)

  XI.   Analysis, summary conclusion

  XII.   Bibliography

Model Project for BA economics programme

The framework of the project is given below;

- Students can take any topic related to their core course/electives.
- Viva-voce is exempted from the project.
- Students are entitled to limit the pages to 20-30 in number (not compulsory)
- Qualitative / quantitative or study based on primary / secondary data can be selected.
- Group projects are not allowed.
- *Writing style- Paper A4, times New Romen, Front Size12, line spacing 1.5.*
- Appreciated printed version of the project.

(Here gives an illustrative model of a project based on primary data for B.A economics).

A sample project

Title

Provide a brief and meaningful title to your project. This should convey the area and scope of the project. For example, if u determines to do an analysis on Impact of Demonetization in your area, give the name of area, or selected area for the project.

For example;

A Study on Impact of Demonetization in (…….) an *area*
Or another topic

A Study on Impact of Shopping Malls in Calicut Town
0r
An analysis on
Effect of Jalanidhi project in …… 'area'
Or
An analysis on trends in public expenditure of Kerala

Or any topic you preferred
-you can select any topic based on primary data or secondary data.
-Quantitative or qualitative study.

But, it should be on economic issues either theoretical or case study type

1-Introduction

Introductory section gives a description of the basic facts and importance of the research area, the motivation of research and importance of the study. That means, what is the project about? Why is this important research question?

For example; here we select the topic "A study on shopping malls in Calicut Town". *Let us Start it as Following;*

Today the life style of people has been changed a lot. For the present generation of consumers, the meaning of shopping also has changed. They don't like to search for their product throughout the unorganized retail street. For them shopping is not just a mere necessity, as it was in the

earlier times, but it's a way of their life style. A shopping mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theaters and restaurants are also often included. Then give the relevance of your selected topic *(you can give it in introductory section or as a separate section)* or the reasons why you selected that particular topic. For example;

Relevance of the study

Kerala is a consumer state. The state has clinked the 1st position in this regard for the last two five year terns in succession- a sure indication of Kerala coming of age in splurging. The capacity of Keralites to spend keeps growing (Kerala Calling, 2011). Thus the manufacture of both luxury cars and tooth pastes find Kerala a sure bet, when it comes to test- marketing their latest products. When considering the mall history of history of Kerala, it was focus mall which opened first in Kerala (Calicut) and gained a favorite position among the people of the city. Following focus mall some other new malls also where started in the city. Some of them are RP Mall, Coupon Mall Calicut, Grand HI-Street mall, Blue Diamond mall, Hilite mall, etc. Focus mall is one of the First malls in the state which has 250,000 sq.ft of shopping area, on the other end RP Mall is around 200,000 sq.ft shopping area which covers mall, multiplex and a 4-star Hotel. So, an analysis on the impact of shopping malls and consumer preference over shopping mall and small shop is very interesting and has greater significance.

Example: 2- if the topic is about is about demonetization, you can start with explaining what meant by demonetization

Demonetization is the process where government declares the currently running currency notes illegal to be tender after the declaration is made. This kind of declaration is made in the year 2016, by Prime Minister Narendra Modi in India. As a sudden impact of it there was acute shortage of money in market and daily transaction was severely affected. So, in this project going to study the effects demonetization in the 'specified area'…

2-Literature Review

It provide a summary of previous related research on the research problem and their strength and weakness and a justification of your research - What is known/what have been done by others? And, why your research is still necessary?

You can give it separately as a section or including in introductory section as nature of project. For example, see the first example of introduction.

3-OBJECTIVES

Objectives provide a list of goals that will be achieved through the proposed research – What are the benefits/impact that will be generated if the research problem is answered?

For example; here we select the second topic impact of impact of shopping malls in Calicut town. Suppose the primary objective of this study is to make an outlook about impact of malls on small shops and consumers. So the study proposes following specific objectives *(You can select one or more than one objectives as per the characteristics of your study. For example, here we give two objectives).*

- To understand `consumer's preferences towards shopping at malls.
- To know the impact of malls on small shops

(If one would like to know the changes in gross savings of small shops before and after the arrival of shopping malls or others related this you can add that. So, the number of objectives is not a fact, rather than that the fulfillment of the mentioned objective is the matter).

4-METHODOLOGY

For example, here the study is based on primary data. Primary data is collected through well structured questionnaire or by question schedule. The Primary Data are those which are collected afresh and for the first time, and thus happened to be original in character. *This was obtained through a sample survey using a well structured questionnaire/schedule conducted at different shopping malls in Calicut.* At the same we use secondary data, those which are already

been collected, compiled and processed by someone to cater to their need or can be used by anyone who wants the same. This information is collected mainly from, reports of State/central governments, books, journals, internet, etc.

You can select a sample size between 20 and 30

5-Analysis

Before entering to the analysis first give a profile of the study area. *For example,* in this hypothetical study we give a detailed description of shopping malls located in Calicut district. That is about the important Malls in Calicut and Facilities provided by each mall are also here are Focus Mall, Blue Diamond Mall, Emerald mall, Grand HI street mall,

After that, analyses the factors under study. This section would include your analysis and what you find. That is, the collected data must be classified and present in meaning full forms to have better insight to research problem. After data collected proper tools and techniques should be used for classification and analysis of data. Data can be presented in graphical or diagrammatical way, which are pie chart, bar chart, histogram, frequency polygon, etc.

*That is, the responses of the respondents can be analysed based on various demographic segments like their age, gender, income and occupation to find their attitude and perception towards shopping malls. The results from this can be presented through table, graphs or diagrams. The factors can also be analysed using appropriate mathematical (**percentage analysis,ratios,growth rates** ,etc)statistical (**averages, dispersion, correlation, etc**)and econometric methods (**multiple regression, time series analysis, logit, tobit and probit models,etc.**).*

For example, in the following table we examine the preferences of consumers based on gender. Here one important factor to notice that tables and figures should be numbered with a title.

Table 1.1 Gender wise Preferences of Consumers.

Gender	preference for malls	%	preference for small shops	%	total
male	12	30=(12/40)*100	6	15	18
female	17	42.5	5	12.5	22
Total	29	72	11	27.5	40

Source: sample survey.

From The above table we can see that large portion of sample (72%) prefer shopping malls rather than small shops. and also among them females are more, that is when 66 percentage of[(12/18)*100] male prefer malls 77.27 percentage of women prefer malls .whereas , we can see the preference for small shop is comparatively low among women.
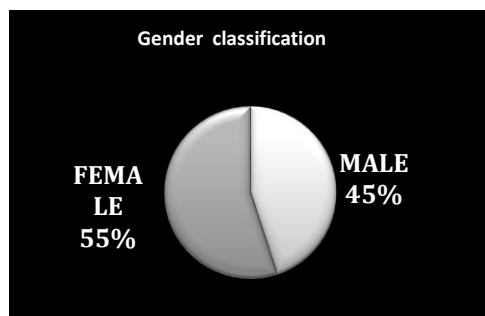
This can be presented in graphical way, see the bar chart given below.

Figure.1.1 Gender wise Preferences of Consumers

Source: sample survey

Further, we can represent data through pie charts, see the following figure. Here this pie chart shows the gender wise classification.

Source: sample survey

Then, to find the attitude and perception of respondents towards shopping malls keeping in mind the age out of different demographics, we can categories to four groups.

How we can make explanation to this table, see following table;

Table 1.2 Age wise classification of consumers toward their preferences

Age Group Of The Consumer	Preference For Shopping Malls	%	Preference For small Shops	%	Total	%
15-30	12	14.37	2	18.11	14	35
31-40	12	14.37	3	27.27	15	37.5
41-50	3	10.3	1	9	4	10
Above 50	2	6.8	5	45.4	7	17.5
total	29		11		40	100

Source: sample survey

Explanation of this table; The table 1.2 shows that out of 40 respondents, 47.5 percent are aged between 31-50 years, 35 percent are aged between15 -30 and 17.5 percent belong to the age group above 50. The table reveals that majority of respondents who visit mall in Calicut comes under the age group of 15-40 (24.67%). Out of the 29 respondents, 28.67 percentage of sample are attracted to the mall because of the recreational facility provided by the mall along with shopping. So, from this table we can clearly understand that the young generation prefers malls than the age group above 50.

As these we can make explanation dividing consumer to different income groups, their share of income used for Shopping, Educational qualification of consumers impact of shopping malls over small shops as such….

6-Findings and conclusion

This section sums up the main findings of the study and then discusses the implications of the study point outing the *limitation*. The conclusion section is more than a reiteration of the research findings. The implications could be at the theoretical, empirical or policy levels. This section could also identify gaps that future research could examine, such that your research points the way to further studies. For example, from our hypothetical study we can present the findings in the following way.

- Consumers prefer shopping malls rather than small shops because they provide better facilities such as parking, discounts, entertainments and other attractions
- Most of the people prefer textiles, accessories and food articles from the shopping malls.
- Shopping malls sell only branded and costly products.
- Malls are competitive in nature.
- Above 50% of the income is used for shopping by the high income groups.
- The study reveals that the net earnings of the small shops have decreased after the arrival of the shopping malls.
- 50% of the small shop keepers have huge difference in their saving pattern and also there is no increase in their gross savings.
- Most of the respondents are satisfied with the quality products bought from the shopping malls rather than the products bought from small shops.

7-Bibliography

You will have made use of information from a variety of sources, e.g. Books, journals, news papers, articles, internet, etc. In these cases you must include reference to such sources.
Writing a Bibliography: APA Format *(You can select- MLA/ APA Style)*

Books
Format
Author's last name, first initial. (Publication date). *Book title*. Additional information. City of publication: Publishing company.
Magazine & Newspaper Articles
Format:
> Author's last name, first initial. (Publication date). Article title. *Periodical title, volume number(issue number if available)*, inclusive pages. *For example;*
Website or Webpage
Format;
Author's name. (Date of publication). Title of article. *Title of Periodical*, volume number, Retrieved month day, year, from full URL

For example,

Albin, Alice, (1990), Manufacturing Sector in Kerala: Comparative Study of its Growth and Structure, *Economic and Political Weekly*, Vol. XXV, No. 37, September 15.

Chakraborty.A,(2005),   Keralas   Changing   Development   Narratives,   *Economic   and   Political Weekly*,Vol.XI, No.6, 5-11, February, 541-547.

For books,

Andreano, Ralph L., Evan Ira Farber, Sabron Reynolds.(1967), *The Student Economist's Handbook.*
        Cambridge, Schenkman., Z 7164 .E2 A63
Websites
www.finance.kerala.gov.in
www.spb.kerala.gov.in

Appendix- attach the selected tools (questionnaire/schedule/ any other materials)

This model project is prepared by Shamna   Thachaparamban , Faculty in Economics, School of Distance Education, University of Calicut. Email id: sdebaeconomics@uoc.ac.in
        Contact number: 9656838528 (You can contact for project related doubts in between 2.30 p.m. to 4 p.m.)
        [A sample project of a degree student is given here to understand the report style. Note it is a model report to understand project model]