

Bapuji Educational Association (Regd.)

**BAPUJI ACADEMY OF MANAGEMENT AND RESEARCH, DAVANGERE**

## **MINI PROJECT**

Students are informed to select a local company in Davangere, providing them with the opportunity to apply theoretical knowledge to real-world business scenarios. The project should encompass an analysis and report on how the chosen company addresses key areas of business management, including the seven subjects.

1. Management Process & Practice
2. Business and Legal Environment
3. Managerial Decision Analysis
4. Fundamentals of Business Analytics
5. Accounting & Financial Statements
6. Corporate Communication & Skills
7. Information Technology for Managers

### **Guidelines for mini project**

1. Group activity
2. Each student must submit a report.
3. No repetition in choosing the same business or company.
4. The company should be located within Davangere.
5. The report should not exceed 25 pages.
6. Submission date 29-03-2025

## **I. Management Process & Practice**

### **1. Identify the types of planning made by your selected company/Organisation**

- Strategic planning
- Operational planning
- Contingency planning
- Tactical planning
- Succession planning

### **2. Organisation structure and Span of control**

- What type of organisation structure you selected company holds?
- How does the structure help organisation work?
- How many employees single manager supervise to ensure effective performance?

### **3. Controlling**

- Importance of controlling function in the company/ organisation
- Give two examples

### **4. Departmental conflicts and Conflict resolution**

- Identify the departmental conflicts
- How the conflict will be resolved?

## **II BUSINESS AND LEGAL ENVIRONMENT**

### **1. INTERNAL ENVIRONMENT**

#### **A. Company Culture**

- The values, beliefs, and norms that shape employees' behavior and decision-making.
- What values do you think they stand for?
- How do these values influence the way employees behave in that company?
- Imagine you are an employee at a company that believes in "customer first."
- How would that belief affect your decisions when dealing with a difficult customer?

#### **B. Management Structure and Leadership**

- Who makes the big decisions? Who follows the instructions?
- How does the structure help in organizing work?
- The company is facing a big decision. Should they make the decision alone, or involve the team? Why?
- Can you think of situations where quick, top-down decisions work better?

#### **C. Employees and Human Resources**

- How do their skills, motivation, and productivity affect business growth?

#### **D. Financial Resources**

- Where do businesses get money from?
  - Own savings (Self-financing)
  - Loans
  - Investors and shareholders
  - Profits from the business

#### **E. Technology and Infrastructure**

- What internal IT systems, machinery, and facilities support production and service delivery in the company?

## **F. Company Objectives and Strategies**

- Does the company have a mission, vision, goals, and strategies? If yes, write them.

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## **2. EXTERNAL BUSINESS ENVIRONMENT**

### **I. MICRO ENVIRONMENT (IMMEDIATE EXTERNAL FACTORS)**

#### **A. Customers**

- What makes a brand popular among customers?
- How much do discounts, ads, or social media influence buying decisions?

#### **B. Suppliers**

- Do they sign long-term contracts with suppliers? Why?
- Identify the critical suppliers and materials or components.

#### **C. Competitors**

- Identify the businesses offering similar products or services in the market.
- Analyze competitors' strengths and weaknesses.

#### **D. Intermediaries**

- Identify the agents, wholesalers, retailers, and distributors who help deliver products to customers.
- State whether they are critical or not for the business.

#### **E. Public and Media**

- Public perception about the company's reputation.
- Any public relations efforts the company is making to shape its image.

#### **F. Financial Institutions**

- Identify banks, investors, and financial organizations that provide funding or financial services.
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## **II. MACRO ENVIRONMENT (BROAD EXTERNAL FACTORS)**

### **A. Political Environment**

- Identify and name any government policies & regulations that apply to your company.
- What type of taxes apply to them? Mention.

### **B. Economic Factors**

- How does inflation affect your company?

### **C. Social and Cultural Factors**

- Do changing lifestyles and consumer preferences affect your business? If yes, how?
- Has your business changed its products due to social trends? If yes, give examples.

### **D. Technological Factors**

- What technologies has your company adopted to remain competitive?

### **E. Legal Factors**

- What licenses and permits do you need to obtain before operating?

### **III Managerial Decision Analysis**

#### **1. Selection of Local Business**

- Name and type of business
- Target customers and key products/services.

#### **2. Analyze how the following determinants of demand affects your chosen business**

- Price Sensitivity – How changes in price affect demand.
- Consumer Preferences – Factors like quality, brand, and convenience.
- Income Effect – Impact of income levels on buying behavior.
- Availability of Substitutes & Complements – Effect of alternative products.
- Seasonal & External Influences – Role of festivals, weather, and advertising

#### **3. Identify the key fixed and variable inputs of your chosen business**

#### **4. Identify the major fixed costs and variable costs of your chosen business**

#### **5. Identify the key factors that influence the pricing of the products/ services by your chosen business.**

#### IV. Fundamentals of Business Analytics

- Include relevant business analytics tools like mean, median, mode, standard deviation, correlation analysis, bar charts, pie charts, regression analysis, etc.
- Discuss how these tools are used to analyze business data and make informed decisions.

Tool	Purpose	Interpretation
Mean	Average value of ratings, waiting time, and sales	Central tendency
Median	Middle value in the ratings, waiting time, and sales data	Middle observation
Mode	Most frequently occurring value in ratings and waiting time	Most common value
Standard Deviation	Variability in Customer Ratings	How consistent the ratings are
Correlation Analysis	Waiting Time vs Customer Satisfaction	Relationship between waiting time and satisfaction
Bar Chart	Sales Data	Peak sales days
Pie Chart	Payment Modes	Most preferred payment method
Regression Analysis	Sales vs Advertisement or Discounts	Impact of advertisements or discounts on sales
Moving Averages	Time Series Analysis	Trend analysis of sales data over time

## **V. ACCOUNTING & FINANCIAL STATEMENTS**

### **Financial Statement Analysis**

- Choose a balance sheet, income statement, and cash flow statement from the company.
- Calculate financial ratios such as profitability, liquidity, and solvency.
- Compare performance over different years.

### **Budgeting & Cost Control**

- Describe the budgeting process in the company.
- Identify cost-cutting strategies and analyze variances between budgeted and actual expenses.

### **Tax Planning & Compliance**

- Analyze how the company manages its tax obligations.
- Discuss corporate tax strategies, compliance, and risks.



## **VI. CORPORATE COMMUNICATION & SKILLS**

### **1. INTERNAL ENVIRONMENT**

#### **a. Management Structure and Leadership**

- How information is typically communicated within the organization (e.g., top-down, bottom-up)?

#### **b. Employees and Human Resources**

- Observe and analyse workplace communication in a business and how do employees and management interact daily? Is it formal or informal communication?

#### **c. Financial Resources**

- “What kind of communication takes place when seeking financial assistance for a company, and does it follow a formal and informal structure?”

#### **d. Technology and Infrastructure**

What are the current communication tools and platforms used in the organization?

- Emails
- Video conferencing
- Chat apps

#### **e. Company Objectives and Strategies**

- How do organisations communicate their mission, vision, goals to its employees?

### **2. EXTERNAL BUSINESS ENVIRONMENT**

#### **I. MICRO ENVIRONMENT**

##### **a. Customers**

- How do businesses communicate with customers to build brand loyalty?

##### **b. Competitors**

- What are the common messaging themes competitors use in their branding and public relations?

### **c. Public and Media**

Interview a local business owner: find whether they are using

- ☐ Newspapers    ☐ Social media to shape their public image?

## **II. MACRO ENVIRONMENT**

### **a) Social and Cultural Factors,**

- How do companies communicate their CSR efforts to different cultural groups?

## VII. IT for Managers

### **Technology Adoption & Implementation in Chosen Company**

Analyze how an organization integrates technology into its operations, decision-making processes, and business strategies, providing insights into how IT contributes to efficiency, competitiveness, and innovation.

1. **Core Business Technologies** – ERP, CRM, SCM, or industry-specific software.
2. **Communication & Collaboration Tools** – Emails, instant messaging, virtual meeting platforms.
3. **Finance & Accounting Systems** – Accounting software, payroll, tax compliance tools.
4. **HR & Employee Management Systems** – Recruitment, training, performance evaluation.
5. **Marketing & Customer Engagement** – Digital marketing, social media analytics, e-commerce.
6. **Data Management & Security** – Cloud storage, cybersecurity, data protection measures.
7. **Emerging Technologies (if any)** – AI, IoT, Blockchain, RPA, AR/VR, etc.

Description of major IT systems & tools used in each of the above-mentioned functionalities of the selected company. Benefits & challenges faced in technology implementation. Future IT adoption trends for the company.