



Field Survey Report Guidelines – 2024

BBS, Second Year

Prepared by
Research & Extension Committee
United College
Kumaripati, Lalitpur, Nepal

July 2024

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Background

The field survey for BBS Second Year students at United College is multifaceted, providing students with essential skills that are vital for both academic growth and professional development. This practical exercise allows students to apply theoretical knowledge to real-world scenarios, offering them valuable insights into how business concepts function in practice. By conducting a field survey, students learn the process of data collection, analysis, and interpretation, which enhances their research skills and ability to make data-driven decisions. The hands-on experience also cultivates critical thinking, problem-solving abilities, and improves their capacity to draw conclusions based on evidence. Furthermore, the field survey encourages students to step outside the classroom environment and engage directly with people, organizations, or communities, helping them develop communication and interpersonal skills. These skills are crucial for successful careers in business, as students learn to present findings clearly and effectively, whether in written reports or oral presentations. The field survey also promotes self-learning and fosters a sense of responsibility, as students manage the entire research process from start to finish. Ultimately, this exercise plays a key role in the internal assessment, showcasing students' understanding of course material and their ability to apply it in a practical, professional context.

Objectives

The field survey for BBS Second Year students at United College aims to provide practical experience in research and data collection, bridging theoretical knowledge with real-world business scenarios. Students will develop essential skills in data analysis, critical thinking, and problem-solving, while enhancing their communication and interpersonal abilities. The survey encourages self-learning, responsibility, and time management, as students independently manage the research process. The primary goal is to prepare students to apply academic concepts in professional settings, thereby supporting their academic growth and future career development.

Outcomes

The outcomes of the field survey include the development of practical research skills, such as data collection, analysis, and interpretation. Students will enhance their ability to think critically and solve real-world business problems, making informed, evidence-based decisions. Additionally, students will improve their communication and presentation skills, both written and oral, by effectively sharing their research findings. The survey also fosters self-learning, responsibility, and time management, as students manage the entire research process independently. Ultimately, students will gain a deeper understanding of business concepts and be better prepared for professional challenges, contributing to their academic and career advancement.

Procedure

The procedure for the field survey for BBS Second Year students at United College begins with the concerned subject faculty or research coordinator providing a list of relevant topics for the field survey report. Students are encouraged to select a topic that aligns with their academic interests or future career goals, with the option to propose their own topics for approval. After finalizing the topic, a training session is conducted, where students are introduced to the methods of conducting a field survey, including research techniques, data collection procedures, ethical considerations, and report writing. This training ensures students are well-prepared to carry out the survey effectively.

Following the training, students select a suitable field area for their survey. This could involve visiting businesses, organizations, or specific communities that relate to their topic. Once the field area is determined, students design and prepare questionnaires or interview questions that will guide the data collection process. The questions are tailored to gather relevant information that will support the research objectives and analysis.

Students then visit the selected field, where they collect data through surveys, interviews, or direct observations. After gathering the data, students proceed with data entry and begin analyzing the information. Under the supervision of the research coordinator, students write their reports. The first draft is submitted for review, and based on the feedback, revisions are made to improve the clarity and accuracy of the report.

Once the report is finalized, students prepare a PowerPoint presentation summarizing their findings and conclusions. At the end of the semester, students make formal presentations to their classmates and faculty members, showcasing their research and presenting the outcomes of their field survey. This process helps students develop essential research, analytical, and communication skills, which are valuable for both academic success and future professional endeavors. The entire field survey procedure not only provides students with hands-on experience but also plays a crucial role in fulfilling the internal assessment requirements for the course.

Deadlines

The field survey report must be submitted before the mid-term exam. This ensures that students complete their research and documentation well in advance, allowing time for review and revisions. However, in exceptional cases where students face unavoidable circumstances, the concerned supervisor has the authority to extend the deadline or make decisions regarding the submission date on a case-by-case basis. Students are encouraged to manage their time effectively and adhere to the prescribed deadlines to ensure they meet the requirements of the internal assessment and receive timely feedback.

Topic selection

The concerned supervisor or research coordinator will provide a list of pre-approved topics for the field survey, from which students can choose one topic that aligns with their interests or academic focus. Students are expected to select a topic that is relevant to their course and allows for meaningful research. If students wish to explore a topic outside the provided list, they may propose an alternative topic, subject to approval by the supervisor or research coordinator. The selected topic should offer opportunities for in-depth research and contribute to the overall objectives of the field survey.

Field selection

The selection of the field for the survey is based on the topic chosen by the student. Once the student has finalized their topic, they will identify a relevant field area that allows for effective data collection and research. The field could include businesses, organizations, specific communities, or geographical locations that are directly related to the chosen topic. For example, if the topic is related to consumer behavior, the field could be a local market or retail store. If the topic concerns organizational management, the field could be a particular business or corporate setting. The student may consult with the concerned supervisor or research coordinator to finalize the most appropriate field for their survey, ensuring that it aligns with the scope and requirements of the chosen topic.

Volume of report

The field survey report is expected to be around 15 to 20 pages in total. This includes sections such as the Title Page, Declaration, Supervisor's Recommendation, Letter of Approval, Acknowledgement, and Table of Contents, each typically occupying 1 page. The main sections, including Introduction, Methodology, Field Area, Data Analysis, Conclusion, and References, will vary in length but are generally expected to be 1–4 pages each. The total volume will depend on the depth of the content, particularly in the Conclusion and Data Analysis sections.

Plagiarism policy

The field survey report submitted by students must not exceed 10% plagiarism, as determined by the college's plagiarism detection tool, iThenticate. If the plagiarism level exceeds this threshold, the student will be notified and required to revise the report by correcting the plagiarized sections before resubmission. Should the report still contain more than 10% plagiarism after revisions, it will be rejected. This policy is in place to uphold academic integrity and ensure the originality of students' work. Proper citation and referencing of all sources are essential to avoid plagiarism. Students are encouraged to conduct thorough research, paraphrase effectively, and properly attribute ideas, data, and information from external sources to maintain the highest standards of academic honesty throughout the report writing process.

Outlines of field survey report

Particular	Page
<i>Title page</i>	<i>i</i>
<i>Declaration</i>	<i>ii</i>
<i>Supervisor's recommendation</i>	<i>iii</i>
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1.1 Background of the field survey	1
1.2 Objectives of the field survey	2
1.3 Rationale of the study	2
2. METHDOLOGY	3 - 4
2.1 Selection of field area	3
2.2 Reasons for selecting this field area	3
2.3 Sample size	4
2.4 Data collection methods (survey, interview, observation)	4
2.5 Data collection instrument (questionnaire, interview, etc.)	4
3. FIELD AREA	5 - 6
3.1 Description of field area	5
3.2 Relevant/Noteworthy facts of field area	6
4. DATA ANALYSIS	7 - 10
4.1 Presentation and analysis of collected data	7
5. CONCLUSION	11 - 12
5.1 Findings the study	11
5.2 Summary	11
5.3 Conclusion	12
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Explanation

1. Title Page

Title Page should include a clear and concise title for your field survey report, your full name and other relevant student details, and the exact date of submission. *See Annex - 1*

2. Declaration

Provide a formal declaration stating that the report is your original work, not plagiarized, and has been completed as per the requirements of the course. *See Annex - 2*

3. Supervisor's Recommendation

Include a statement of endorsement from your supervisor, recommending the report as a valid and well-conducted study. *See Annex - 3*

4. Letter of Approval

Attach a formal letter from your supervisor or research coordinator approving your topic and field area. This letter should indicate that your survey was authorized and guided throughout the process. *See Annex - 4*

5. Acknowledgement

Acknowledge all individuals and institutions that helped you in conducting the field survey, such as your supervisor, interviewees, or organizations that allowed you to conduct your survey. *See Annex - 5*

6. Table of Contents

Provide a list of the sections and subsections of the report, with page numbers for each. This helps readers easily navigate the document. *See Annex - 6*

1. INTRODUCTION

1.1 Background of the Field Survey

Provide context and background information about the chosen field survey topic. Explain why it is important to research this particular subject.

1.2 Objectives of the Field Survey

State the primary objectives of the survey. What questions are you aiming to answer or what problem are you attempting to solve through this research?

1.3 Rationale of the Study

Explain the significance of the field survey. Why is this study important? How will it contribute to your field of study?

2. METHODOLOGY

2.1 Selection of Field Area

Describe the field area you selected for the survey. Include any relevant geographical, social, or business context.

2.2 Reasons for Selecting This Field Area

Justify why you chose this specific area for your survey, based on its relevance to your research topic.

2.3 Sample Size

Indicate how many individuals or groups you surveyed and explain the reason for selecting this sample size.

2.4 Data Collection Methods

Explain the methods you used to gather data, such as surveys, interviews, observations, etc.

2.5 Data Collection Instrument

Describe the tools you used to collect data, such as questionnaires, interview scripts, or observation sheets.

3. FIELD AREA

3.1 Description of Field Area

Provide a detailed description of the field area where the survey took place. This may include geographical details, the type of business or community, etc.

3.2 Relevant/Noteworthy Facts of Field Area

Highlight any significant or interesting facts about the field area that impacted your study or might be of interest to your audience.

4. DATA ANALYSIS

4.1 Presentation and Analysis of Collected Data

Present your data in an organized manner, using tables, charts, or graphs.

Analyze the data, identifying patterns, trends, and important findings that relate to your research objectives.

5. CONCLUSION

5.1 Findings of the Study

Present the main findings from the survey. Summarize the results and answer the research questions you posed in the introduction.

5.2 Summary

Provide a brief summary of the survey process, methodology, and key findings.

5.3 Conclusion

Draw conclusions based on the data analysis.

5.4 Recommendations

Offer recommendations based on your findings.

6. REFERENCES

List all the sources you referred to during the research and writing of the report. Use APA 7th Edition format for citations.

Technical guidelines

S/N	Particular	Descriptions			
1	Chapter heading	Font: Times New Roman	Size: 16	Align: Center	
2	Sub-heading	Font: Times New Roman	Size: 14	Align: Left	
3	Body part	Font: Times New Roman	Size: 12	Align: Justification	
4	Margin	Left: 1.5	Right: 1	Top: 1	Bottom: 1
5	Spacing:	1.5			
6	Alignment	Justification			
7	Page number	Font: Roman numeral for preliminary Arabic number for main body	Size: 12	Align: Lower center of the page	

.....<Title, in Capital Letter>.....

Field Survey Report

Submitted by

<Name of student>

Exam Roll No.:

T.U. Regd. No.:

Submitted to

United College

Kumaripati, Lalitpur

Affiliated to Tribhuvan University

In Partial Fulfillment of the Requirement for the Degree of
Bachelor of Business Management (BBM)

<Month Year>

Declaration

I, **<Student's Full Name>**, a student of BBS Second Year at United College, hereby declare that the field survey report titled "**<Title of the Field Survey Report>**" is my original work. This report has been prepared under the guidance of **<Supervisor's Name>** and has not been copied or plagiarized from any external source. All information, data, and ideas taken from other sources have been appropriately cited and referenced in accordance with the required citation style. I understand the importance of academic integrity and confirm that the report submitted to the Research Management Cell of United College is my own work, and I have complied with the plagiarism policy set by the institution. I acknowledge that if found guilty of plagiarism or academic dishonesty, appropriate actions will be taken by the college.

.....
<Name of student>

Date:

Supervisor's recommendation

I, <Supervisor's Name>, hereby recommend the field survey report titled "<Title of the Field Survey Report>" submitted by <Student's Full Name>, a student of BBS Second Year at United College. The report has been thoroughly reviewed and is found to be a comprehensive study on the chosen topic. The student has demonstrated a clear understanding of the subject matter, applied appropriate research methods, and presented the findings in a structured and analytical manner. The work adheres to the guidelines provided for the field survey and exhibits a high level of academic integrity. All necessary data collection and analysis techniques have been implemented correctly, and the student has effectively addressed the research objectives. I am confident that this report meets the academic standards required for assessment. I recommend the report for submission to the Research Management Cell for further evaluation.

.....

<Name of supervisor>

Supervisor

United College

Date:.....

Letter of approval

We hereby approve the field survey report titled "<Title of the Report>" submitted by <Student's Full Name> a BBS Second Year student at United College. After reviewing the report, We confirm that it meets the requirements set for the field survey, and all necessary components have been properly addressed. The student has conducted the survey with due diligence, ensuring proper research methodology, data collection, and analysis. We are confident that the report demonstrates a solid understanding of the subject and complies with the academic standards of the institution. Please consider this report for further evaluation as part of the internal assessment process.

.....

<Name>

Supervisor

.....

<Name>

Research Coordinator

Date:.....

Acknowledgement

I would like to express my sincere gratitude to all those who have supported me in completing this field survey report.

First and foremost, I would like to thank my supervisor, [Supervisor's Name], for their invaluable guidance, encouragement, and constant support throughout the research process. Their insightful feedback and suggestions have greatly enhanced the quality of this report.

I would also like to extend my heartfelt thanks to the Research Coordinator, [Research Coordinator's Name], for providing me with the necessary resources and direction, ensuring that my field survey was conducted in alignment with the academic standards of the college.

A special thanks to the people and organizations in the field area, [Field Area Name], for their cooperation and willingness to participate in the survey. Without their time and effort, this report would not have been possible. Their insights were crucial to the research, and I deeply appreciate their contribution.

Finally, I would like to express my gratitude to my family and friends for their constant support and encouragement throughout this journey.

Thank you all for your assistance in making this field survey a success.

<Student's Name>

BBS Second Year

United College

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Closing note:

While preparing the field survey report, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the field survey report follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the field survey report, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

Dr. Binod Lingden
Research Coordinator
United College
Kumaripati, Lalitpur