Activity-5 (**Research Projects on Real-Life and Business Problems**)

MBAIB-207 Business Research Methods

Activity Title:

Research Projects on Real-Life and Business Problems

Objective of the Activity:

To engage students in identifying, analyzing, and proposing solutions to real-world issues through structured research. This activity is designed to develop critical thinking, analytical reasoning, and practical problem-solving skills by immersing students in real-time business and societal challenges. The emphasis will be on the use of AI in research.

Number of Participants:

20–30 students (working individually or in small research teams of 4–5 members)

Learning Outcomes:

By the end of the project, students will be able to:

1. **Formulate** research problems based on real-life or business scenarios.
2. **Conduct** literature reviews and gather secondary/primary data where applicable.
3. **Apply** research methodologies and frameworks for analysis.
4. **Propose** evidence-based, innovative, and feasible solutions to practical problems.
5. **Prepare** a structured research report and/or presentation.
6. **Develop** long-term research, collaboration, and documentation skills essential for academic and professional success.

Suggested Research Themes:

- Screen time and its impact on health of GJU students
- Health issues in HSB students
- Cyber bullying causes, effect and prevention
- Impact of AI on education system
- Problem of malnutrition in GJU students
- Online shopping behaviour in rural and urban

Project Format & Timeline:

- **Week 1:** Problem Identification & Proposal Submission
- **Week 2–3:** Research & Data Collection
- **Week 4:** Analysis & Report Preparation
- **Week 5:** Presentation & Peer Review

Feedback from Learners:

- Maximum students acknowledged enhanced skills in research and application of concepts.
- Students found the process rewarding as it allowed them to work on realistic problems and explore career-relevant issues.
- Some requested more guidance on research tools like SPSS, Excel, or referencing tools.
- A few students recommended more time or resources for field data collection.

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