



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester

Subject Name: Comprehensive Project

Subject Code: 1549501

With effective
from academic
year 2020-21

Gujarat Technological University

Master of Business Administration



Handbook

Of

COMPREHENSIVE PROJECT (CP)

(Applicable from Academic Year 2020 - 21 onwards)



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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD
MASTER OF BUSINESS ADMINISTRATION (MBA)

GUIDELINES FOR COMPREHENSIVE PROJECT (CP)

1. INTRODUCTION:

The students will have to undergo Comprehensive Project during the Fourth Semester, and submit a “**Comprehensive Project Report**” by the end of the semester.

Comprehensive Project (CP) is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, students are required to undergo CP as per the prescribed format and duration. The CP is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization. Students can choose to undertake the project either with an organization or can carry out a project independently.

2. OBJECTIVES:

CP undertaken with an organization:

- Learn strategic aspects of the specialization domain
- Select a topic of significant relevance to the organization and undertake an intensive research based investigation to identify solutions and answers. This shall serve the objective of enabling students to learn about problems faced by businesses and ways of finding remedies for them. In developing recommendations for how the organization might resolve the issue, students are expected to synthesize business concepts learned in the program and demonstrate their real-world business applications.
- Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.

CP undertaken independently:

- Provide students an opportunity to apply the knowledge and skills acquired in their courses to a specific problem or issue.
- Allow students to extend their academic experience into areas of personal interest, working with new ideas, issues and individuals.
- Students can undertake a study pertaining to an entire industry and develop a holistic and macro view of the environment.
- Students can undertake a fully-researched, costed and complete business plan for a new business venture which might justify investment against a predicted return. They shall still have to conduct a full literature review relevant to the type of business or proposition. This shall provide students an opportunity to simulate setting up of a new business venture.
- Provide students with the opportunity to refine research skills and demonstrate their proficiency in written and/or oral communication skills.



- The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

3. WHAT IS TO BE DONE?

- The student has to undertake project individually or in a pair of two students. CP Report is to be submitted by every individual student / pair of students.
- How many students are allowed to undertake the project in the same organization?

There is no limit on the number of students undertaking the CP in an organization. It shall be the Institute's prerogative to maintain the standards of a CP project through the selection and guidance of distinct, relevant and genuine projects for the students.

- If the CP is undertaken at an organization, the CP process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study. Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- If the CP is undertaken independently, the student should identify a highly relevant topic in his/her domain area of specialization. He/she can then carry out a research-intensive project pertaining to the selected topic.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student **may** also obtain a certificate from the organization/s where the CP was done and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II). It is compulsory to attach the Institute Certificate in all reports.**
- The university will arrange the external viva - voce for CP. The student is expected to make a **15 – 20 minutes presentation** before the examiner regarding the CP project work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of CP report should be less than 30%.**
- **Institute's CP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**

4. CRITERIA FOR EVALUATION OF CP

The total marks for the CP project will be 200 and it carries 4 credits. The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 60 to each student appearing for Viva in consultation with an external person(s) called from industry. (Guidelines for industry person:



Preferably a person of senior managerial level and at least having industry experience of 5 years)

External Viva: External examiner shall be appointed by Gujarat Technological University. He / she will give marks out of 140 on the basis of parameters given in Annexure I.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself / herself before leaving the exam centre.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

| Sr. No. | Frequently Asked Questions | Answers of FAQs |
|---------|---|---|
| 1 | What is the duration of CP? | CP has to be undertaken during the fourth semester. |
| 2 | How many students are allowed in one company/organization? | There is no limit on the number of students who can undertake the project in one organization. |
| 3 | How many students can work together? | The CP can be undertaken either individually or in a pair . In no case shall more than two students be allowed to work together. Both students should belong to the same specialization. |
| 4 | What should be the nature of the project? | The students should undertake a project which explores particular dimensions or domains in their respective areas of specialization. The project should involve a detailed and systematic research process, and should also incorporate qualitative and/or quantitative data collection and analysis through statistical testing. Students should base their methodology on intensive, relevant and appropriate review of literature. |
| 5 | What are the credits and marks of CP? | CP carries 4 credits and of 200 marks . |
| 6 | Is it compulsory for student to work under the guidance of Internal (Institute) faculty | Yes, it is compulsory for each institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for CP. |
| 7 | What is the proportion of Internal and External marks in CP? | The proportion is 30:70 . Out of total marks of 200 the internal examiner has to give marks out of 60 and the external examiner has to give marks out of 140. |
| 8 | Is it compulsory for the institutes to organize internal VIVA at institute before University CP VIVA? | Yes, it is mandatory for all the institutes to organize internal CP viva for their students. The internal evaluation carries 60 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide. |
| 9 | Is it required to attach company Certificate in the project report? | For those students who have undertaken the CP in an organization, it is desirable to attach the company certificate in the project report. But it is compulsory to attach the Institute's certificate, certifying the genuineness of the work |



| | | |
|----|---|---|
| | | done by the student. For those students who have carried out the CP independently , it is compulsory to attach their Institute's certificate, certifying the genuineness of the work done by the student. |
| 10 | Is it required to attach institute certificate in the project report? | Yes, it is required for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Principal/Director of the institute. |
| 11 | How much plagiarism/similarity is allowed in the CP report? | Upto 30% plagiarism is allowed in the CP reports. |
| 12 | If plagiarism is above 30%, what should be done? | If plagiarism is above 30% the said report is not accepted for CP VIVA. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above 30, re-work should be given to student. Such students are not allowed to appear in the external viva examination of CP. |
| 13 | Is it compulsory to attach Plagiarism report? | Yes, it is compulsory for all the students to attach plagiarism report in the CP report. |
| 14 | Which plagiarism software should be used? | The licensed software must be used to check plagiarism. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism. |
| 15 | What are the passing criteria in CP? | The passing criteria of CP are same like other subjects of MBA course. |
| 16 | How many copies of project report are required to submit? | It is compulsory for each student to bring one hard copy (spiral binding) of project at the time of University CP viva. Students are not required to submit hard copy at University. In case if institutes require then they may ask for hard copy submission. The submission of project report is required as under. For University: Soft Copy [The institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal] For Institute: One Soft/ Hard Copy (as per the requirement of institute) For Student: One Hard copy (compulsory requirement) The same hard copy of project has to bring during External Viva For Company/Organization: Soft /Hard Copy (as per requirement of Company) |



Annexure I

6. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

- i) Introduction of problem/topic:** Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).
- ii) Literature Review:** Published studies, review of similar studies, objectives, formulation of the problem, scope, and rationale of the study.
- iii) Methods / Methodology adopted for the study:** Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.
- iv) Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
- v) Presentation of the report, format of the report, flow of the report, style, language, etc.**
- vi) Performance during VIVA:** Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, etc.



Annexure II

7. FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >

COMPREHENSIVE Project Report

On

‘<Title of Project>’

At

<Name of Company / Organization> (If applicable)

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of

Master of Business Administration (MBA)

Offered By

Gujarat Technological University

Ahmedabad

Prepared by:

<Name of Student>

< Enrolment No.>

MBA (Semester - IV)

Month & Year:



< Second Page >

Date: __/__/__

Company / Organization Certificate <on Company's Letterhead >

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)>of<Name of Institute (Institute Code) > has successfully completed COMPREHENSIVE Project Report titled “ ” at <Name of Company with location >.

<Third Page>

Student(s)'s Declaration

(On separate page)

I hereby declare that the **COMPREHENSIVE Project Report** titled “ _____ in (Name of the Company / Organization) is a result of my/our own work and my/our indebtedness to other work publications, references, if any, has/have been duly acknowledged. If I/we am/are found guilty of copying from any other report or published information and showing as my/our original work, or extending plagiarism limit, I/we understand that I/we shall be liable and punishable by the university, which may include ‘Fail’ in examination or any other punishment that university may decide.

| Enrollment no. | Name | Signature |
|-----------------------|-------------|------------------|
| | | |
| | | |



Place:

Date:

<Fourth Page>

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

<Fifth Page>

Date: __/__/____

Institute Certificate<on Institute’s Letterhead>

[Please attach signed copy of this certificate in the report]

“This is to Certify that this **COMPREHENSIVE Project Report** Titled “.....” is the bonafide work of **<Name of Student (Enrolment No.)>**, who has/have carried out his / her / their project under my supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. **I have also checked the plagiarism extent of this report which is % and it is below the prescribed limit of 30%. The separate plagiarism report in the form of html /pdf file is enclosed with this.**

Rating of Project Report [A/B/C/D/E]: _____
(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)
(By Faculty Guide)

Signature of the Faculty Guide/s
(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute



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(Name of Principal / Director)



< Sixth Page >

Date: __/__/__

External Examiner Report

PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

FULL REPORT



Annexure III

8. FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: One hard copy (Student has to bring one hard copy at the time of External CP viva. Student has to take back the hard copy of report, once the viva-voce is over.)
- The WORD file may be converted to pdf format for online submission.



Annexure IV

8. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the CP as an important project for MBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

ROLE OF CP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members (Max. 15 students per faculty)
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of CP.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring CP progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during CP
- Each Faculty Guide has to ensure that all the students have to fulfill all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.
- Sharing learning experiences and success stories of CP project at mba@gtu.edu.in

ROLE OF STUDENTS:

- Preparing the Project as per guidance from institute faculty guide and company mentor (if any) and submit the same with in time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in CP Handbook.



Annexure V

CERTIFICATE OF EXAMINER

This is to certify that project work embodied in this report entitled <“Title of Project”> was carried out by <Student Name and Enrollment no.> of <Institute name & code>.

The report is approved / not approved.

Comments of External Examiner:

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This report is for the partial fulfilment of the requirement of the award of the degree of Master of Business Administration offered by Gujarat Technological University.

(Examiner’s Sign)

Name of Examiner:

Institute Name:

Institute Code:

Date :

Place :



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ALL THE BEST