

Course Code	Course Name	Category	L	T	P	Credit
20MBA352	PROJECT & COMPREHENSIVE VIVA VOCE	Core	0	0	10	5

Preamble

During the fourth semester, every student of the MBA programme is required to undertake a project under the guidance and supervision of a faculty member and a report (in the format supplied by the university) on the same has to be submitted before the commencement of the fourth semester university examination. The project work should be based on an actual problem and the solution methodology should be research oriented. The contact hours required for the completion of the project is notionally fixed at 160 hours, distributed over a continuous period of two months. Students will be deputed for the project work during the fourth semester. Total marks allotted for the course is 200. Out of this, 100 marks will be awarded based on an internal evaluation and the remaining 100 marks will be awarded by external evaluation. The external evaluation, for 100 marks, will be conducted by examiners duly appointed by the University for the purpose. The project helps the student to get an understanding of research orientation of business functions like HR, Marketing, Finance, Operations and Information Systems.

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Integrate theory and practice of management
CO 2	Understand the dynamics of a specific industry.
CO 3	Acquaint themselves with various issues pertaining to an industry.
CO 4	Provide a cross-functional perspective of the functioning of a business enterprise and industry

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	2	2	1	2	1
CO 2	2	1	1	1	1
CO 3	2	1	2	1	2
CO 4	1	1	2	1	2

Mark distribution

Total Marks	CIE	ESE
200	100	100

Assessment Pattern

The internal evaluation (100 marks) will have to be carried out by a panel constituted by the college/institute comprising of:

1. HOD / Sr. Faculty member
2. Project Supervisor (Guide)
3. Subject expert

The external evaluation will be conducted by the examiners appointed by the University comprising of:

1. HOD / Sr. Faculty member
2. Project Supervisor (Guide)
3. External expert

The criteria for evaluation will be as detailed below:

Internal Evaluation 100 marks (by the Institute)

Criteria	Marks
Guide	40
Internal Evaluation by Committee	60
<ul style="list-style-type: none"> • Two Internal Evaluations* (15 x 2 =30 marks) • Project report# (30 marks) 	
Total	100

*Based on two presentations one at the beginning of the semester and the second one at the time of second internal examinations for the semester. The first presentation shall highlight the topic, objectives, methodology, design and expected results (wherever applicable). The second presentation will be based on the progress of the work including the then status of completion of the work, the obtained results etc.

Committee should ensure that the plagiarism level of the project report is below acceptable levels (as per the discretion of the committee) and the work is genuine.

External Evaluation 100 marks (by the University)

Criteria	Marks
Project Evaluation based on Presentation	50
Comprehensive Viva Voce <i>(Based on MBA curriculum focussing on the specialization opted by the student)</i>	50
Total	100

