Gyanmanjari
Innovative University

Subject: Comprehensive Project I - MBAXX13513

Type of course: Major (Core)

Prerequisite: Research skills & Academic writing proficiency

Rationale:

A comprehensive project is designed to integrate and apply theoretical knowledge to real-world scenarios, enhancing students' critical thinking, research, and problem-solving skills. It fosters project management and communication abilities while providing exposure to industry practices and emphasizing ethical and social responsibility. By promoting personal and professional development through continuous assessment and feedback, the syllabus ensures that students are well-prepared for professional challenges and are capable of conducting their work with integrity and competence.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
				Theory Marks		Practical Marks		
CI	T	P	C	ESE(E)	CA	ESE (V)	CA(I)	
0	0	8	4	0	0	80	20	100

Legends: CI-Class Room Instructions; T – Tutorial/Teacher Guided Theory Practice; P - Practical; C – Credit, CA - Continuous Assessment; ESE - End Semester Examination.

The duration of Comprehensive Project-I will be two months. It will be during 3rd semester.

Report Submission and Evaluation Guidelines:
- Student has to prepare a detailed report and submit the report to his/her college. A copy of report can be kept in the departments for record.
- Each student must be assigned a faculty as a mentor from the college.
- The evaluation will be of 20 marks for internal component and 80 marks for external Component. I Component (20 marks) will be evaluated by the Faculty Mentor or Internal guide of the students and V Component (80 marks) will be evaluated by faculty member nominated / appointed by the university

The Internal & the External viva-voce shall evaluate based on:

- Quality of work performed by the student
- Implementation of concepts from earlier semesters
- Comprehension of the organization and business context
- Analytical skills
- Proficiency in technical writing and documentation
- Project outcomes and sense of purpose
- Relevance and usefulness of the project to the organization
- Diversity and significance of the learning experience

The presentation by student for Comprehensive Project Report should in the presence of all students is desirable

- Student should produce successful completion certificate of Comprehensive project by Guide.

Course Outcome:

After learning the course the students should be able to:	
CO1	Master technical writing and documentation skills.
CO2	Achieve project objectives with a clear sense of purpose.
CO3	Ensure the relevance and utility of their projects to the organization.
CO4	Gain diverse and significant learning experiences throughout the project.

General Guidelines for Comprehensive Project

➢ All students shall prepare and submit project report as part of the programme. The project has to be undertaken on an individual basis.

➢ The general guidelines of Gyanmanjari Institute of Management Studies at **Gyanmanjari Innovative University** shall apply for both Internal and External Evaluations of Project Report.

➢ The Project shall be done under the supervision and guidance of faculty of the department.

➢ **The Project must be done in the respective Specialization subject of students.**

➢ **It is Compulsory for all the students to publish or to present at least one research paper before final submission of the Project.**

➢ The project work shall commence preferably by third semester and followed by fourth semester. Students shall submit the report in the prescribed format by given timeline. Internal assessment shall be based on completion of the project, following the norms prescribed in general guidelines.

➢ The area of project shall be related to business/ commerce/Management/ related fields/ and may be closely associated to the area of specialization. Topics shall also be selected with the help of linkages with industry or policy making bodies.

➢ The student shall submit copies of project report, either printed or typed. There shall be a minimum of 40 pages and a maximum of 75 pages. The report may be hard bound or soft bound or spirally bound and the printing can be either double sided or single sided. A softcopy of the report may also be submitted to the department.

➢ The report shall contain the following:

PART A:

• Title page with topic, details of the student with register number, supervisor details and month and year of submission.

• Certificate from Supervising teacher and counter signed by the Head of the Department with department seal.

• Declaration by the student which shall include plagiarism details also. The relevant guidelines issued by the University shall strictly be adhered to.

• Acknowledgement

PART B

Table of Content

➢ Chapters 1: Introduction of the Topic

➢ Chapter 2: Literature Review

➢ Chapter 3: Research Methodology

❖ Research Design
❖ Sample Size
❖ Sampling Methods
❖ Data Collection Method
❖ Data Collection Tool
❖ Data Analysis Method

Guidelines regarding chapterization are not absolute and may be altered according to topic/ presentation convenience.

- Appendix

- Bibliography

(References must be presented in APA style)

➢ The Internal Evaluation of the project shall be done at the department level and the component presentation/viva shall be based on open presentation by the student, preferably with the help of audio-visual aids, in the form of a defense of the project. The student has to produce a certificate before the Viva Board from the Head of the Department stating that the open presentation was done for the purpose of Internal Evaluation.

➢ It is the responsibility of the student to put earnest effort for the completion of project. The consequences of plagiarism beyond permissible level in project work may result in failure of the course, in addition to other consequences.