

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect from: December - 2013

Paper Code: UM06FBBA03	Total Credit:3
Title Of Paper: Comprehensive Project (Revised)	

Course Objective & Pedagogy	
<p>The Purpose of this Course is to Enable the Students for In-Depth analysis of a topic relating to his/her area of Specialization, and develop and develop a comprehensive understanding on the same.</p> <p>For This the Students will Choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty. The Students will Work on their projects individually and not in pairs or teams. The Institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students.</p>	
The Learning Can be Carried out Through:	
1	Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases, Etc.
OR	
2	Primary Data Collection Through Interviews, Discussions & Other Research Instruments. Students are encouraged to Pursue the research in the organization where they had undergone their summer Internship.
The Project Report can be on Any of the Following	
1	Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making)
2	Organizational Study aimed at Inter-Organizational Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular Industry.
3	Field Study (Empirical Study) With Respect to any Research Issue.
4	Feasibility Study as Comprehensive Project.
The Format of the Report Would Comprise Following Points:	
1	Title Page
2	Preface
3	Acknowledgement
4	Certificate
5	Table Of Content
6	Introduction & Identification of Problem with Reasons
7	Literature Review
8	Research Methodology
9	Data Collection
10	Data Analysis & Interpretation
11	Recommendations & Conclusion
12	Bibliography



The Report must be prepared taking in to following Guideline:		
Sr.No	Particular	Details
1	Paper Size	A4
2	Margins	Left Side - 1.5 CM Right Side - 1 CM Top & Bottom - 1 CM
3	Line Spacing	1.5 CM
4	Font Type	Times New Roman
5	Font Size	12
6	Alignment	Page Justify
7	No of Copies	3 Copies 1 each for University, College & Student

Internal Evaluation

The Performance of Students in the Course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance. The Internal Internal evaluation will be for 40 Marks of the Course.

External Evaluation

The University Examination will be based on oral presentation, Review of reports and a Viva – Voce which will carry 60 Marks for the Course Evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this Course. **One Copy f Report (Computerized)** should be submitted to the university by the student, before the commencement of his/her External Examination.

