

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: JUNE 2013 (BATCH 2010)

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| Paper Code: UB08CCOM04 | Total Credits: 4 |
| Title Of Paper: Project Report and Viva Voce | |

| Unit | Description in detail | Weightage (%) |
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| | <p>As a part of Eighth Semester Course Curriculum, students are suppose to prepare and present a report followed by viva voce. The project would be divided in two parts:</p> <ul style="list-style-type: none"> • Macro Analysis • Micro Analysis <p>In macro analysis, they have to study an industry, objectives, industry overview (national and international), Competitors, market share, products and services, marketing practices (4 Ps of marketing), financial analysis (industry), SWOT and Michel Porter's five forces model. In micro analysis, students are expected to study one company from the same industry which they have selected for the macro analysis. It should include introduction to the company, stakeholders, production/ services, HR, Marketing, Finance functions viz-viz the company, SWOT analysis and Michel Porter's five forces model.</p> | 25 % |
| 1 | The Project Report (Group) | 50 % |
| 2 | Group Presentation (Preferably maximum 4 students per group) | 25 % |
| 3 | Viva voce (Individual) | 25 % |
| | Tutorial: Credits – 1, Marks – 25. | |
| | <p>*Macro Analysis in Comprehensive Project would be carrying identical information in the report as it is a group task and any discrepancy must be avoided. *In Micro Analysis, if the group decides to go for more than one organization/company, it should be giving detailed information in the project report.</p> | |

Basic Text & Reference Books: -----

