

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: December 2014 (BATCH 2011)

Paper Code: UB08CCOM04	Total Credits: 3
Title Of Paper: Comprehensive Project	

Unit	Description in detail	Weightage (%)
	<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: Macro Analysis Micro Analysis</p> <p>In macro analysis, they have to study an industry, industry overview (national and international), Competitors, market share, products and services, SWOT and Michel Porter's five forces model.</p> <p>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, products / services, Organization's policies in the area of HR, Finance, Corporate Governance and Marketing (4 Ps), SWOT analysis.</p>	
1	The Project Report (Group)	50 %
2	Group Presentation (Preferably maximum 4 students per group)	25 %
3	Viva voce (Individual)	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.</p> <p>*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:

