



M.B.A. Semester IV

CORE COURSES

PM04CMBA23: COMPREHENSIVE PROJECT - II

Course Code	PM04CMBA23	Title of the Course	Comprehensive Project II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ul style="list-style-type: none">• To provide thorough practical exposure to students regarding an organisation.• To understand the functioning of various management areas such as marketing, finance, human resource, production management of the organisation.• To analyze company performance and understand stakeholder's perspective.
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Course Content:		
Unit	Description	Weightage (%)
1.	Students will be required to carry out a micro-analysis of an organisation from the industry chosen in Semester III. The microanalysis will include collecting information regarding all major functional areas such as marketing, finance, human resources, production management. Students will be required to apply SWOC, PESTEL and Porter's Five Forces Model to measure the company's overall performance and suggest suitable strategies to improve performance in the future. It will be a group Project.	100

Teaching-Learning Methodology	Discussions and Guidance under the supervision of a faculty, Company Visits and discussions with managers of the organisations, reading and analyzing annual reports, writing reports and presentations.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Through report evaluation and viva voce examination by examiners from corporate.	100%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Perform company analysis and learn to take decisions in changing environment.
2.	Apply marketing mix strategies in a competitive scenario.
3.	Perform financial analysis and suggest strategies to improve the financial health of the organization.
4.	Apply production management related strategies, including inventory management etc.
5.	To work in a team and learn group dynamics.
6.	Enhance employability.

Suggested References:	
Sr. No.	References
1.	Annual reports of companies, SEBI , NSE, BSE reports and other secondary sources including databases

Online Resources
Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, etc.