



**M.B.A. Semester III**  
**CORE COURSES**

**PM03CMBA24: COMPREHENSIVE PROJECT - I**

|                             |                   |                            |                                |
|-----------------------------|-------------------|----------------------------|--------------------------------|
| <b>Course Code</b>          | <b>PM03CMBA24</b> | <b>Title of the Course</b> | <b>Comprehensive Project I</b> |
| Total Credits of the Course | 4                 | Hours per Week             | 4                              |

|                    |   |
|--------------------|---|
| Course Objectives: | <ul style="list-style-type: none"><li>• To provide practical exposure of the industry to students.</li><li>• To develop an ability to collect information for analysis of an industry.</li><li>• To understand the selected industry's structure and analyse its competitiveness to improve learners' capability to analyse the environment and strategy formulation.</li><li>• To enhance group dynamics and teamwork.</li></ul> |
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|------------------------|---|----------------------|
| <b>Course Content:</b> |   |                      |
| <b>Unit</b>            | <b>Description</b>  | <b>Weightage (%)</b> |
| 1.                     | Students will be required to carry out a macro analysis of a chosen industry (from other than already chosen in last two years), including SWOC, PESTEL, Michael Porter's Five Forces Model and Value Chain Analysis. It will be a group Project. | 100                  |

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| Teaching-Learning Methodology | Discussions and Guidance under the supervision of a faculty, Company Visits and discussions with managers of the organisations, collecting information and data, its assimilation, analysis and report writing, presentation and discussion. |
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| <b>Evaluation Pattern:</b> |   |                  |
| <b>Sr. No.</b>             | <b>Details of the Evaluation</b>                                      | <b>Weightage</b> |
| 1.                         | Through report evaluation and viva voce examination by examiners from | 100%             |



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2022-2023**

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|  | corporate. |  |
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| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |   |
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| 1.  | View an industry from a professional perspective.                               |
| 2.  | Analyze the impact of policy changes and decision making in a dynamic scenario. |
| 3.  | Collect Analyse secondary information related to the industry.                  |
| 4.  | Prepare and present professional research report.                               |
| 5.  | Recommend strategies to improve industry performance.                           |
| 6.  | Enhance employability and entrepreneurial ability.                              |

| <b>Suggested References:</b> |   |
|------------------------------|---|
| <b>Sr. No.</b>               | <b>References</b>   |
| 1.                           | Published secondary sources including newspapers, magazines, journals, annual reports of companies and industry reports |

| <b>On-line Resources</b>   |
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| Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, SEBI, Money control, BSE, NSE, etc. |