



(Master of Business Administration)
Semester III

CORE COURSES

PM03CCPR51: COMPREHENSIVE PROJECT - I

Course Code	PM03CCPR51	Title of the Course	Comprehensive Project I
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• To provide practical exposure of the industry to students.• To develop an ability to collect information for analysis of an industry.• To understand the selected industry's structure and analyse its competitiveness to improve learners' capability to analyse the environment and strategy formulation.• To enhance group dynamics and teamwork.
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Course Content:		
Unit	Description	Weightage (%)
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

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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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2022-2023

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.	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.

Suggested References:	
Sr. No.	References
1.	Published secondary sources including newspapers, magazines, journals, annual reports of companies and industry reports

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