# GUJARAT UNIVERSITY SYLLABUS FOR T.Y.B.B.A. SEMESTER VI

**COURSE CODE-313**

**GRAND PROJECT, PRESENTATION AND VIVA-VOCE**

## Introduction:-

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in same area. Lack of industry exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge. Further from here, the students are likely to take off into junior managerial level jobs and/or post graduation in management.

## Objectives:-

During the first year semester II, students go for an industrial visit and get a general overview of the functioning of the business enterprises. During the second year semester IV, the students are supposed to visit any organization and study details of functional areas. In line with this, the third year semester VI students are supposed to analyse any particular products/industry in detail from macro and micro perspectives. This work is prescribed to be done in groups so that the students learn positive group dynamics and use it to their best.

## Total Hours: 40 Number Of Credits: 3 Lectures Per Week: 4.5

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| --- | --- |
| **UNIT** | **WEIGHTAGE** |
| UNIT 1 | 25% |
| UNIT 11 | 25% |
| UNIT 111 | 25% |
| UNIT 1V | 25% |
| TOTAL | 100% |

**GUIDELINES FOR GRAND PROJECT WORK:-**

1. **Group size:**

The group size should be of 10 students. However, one last group can be of odd size having not more than 12 students.

## Topics:

-Any topic from any functional area of management i.e. Marketing, HR, Finance, Production

-Economics

-Costing

-Operations research

-Any other relevant topic permitted by the director of the institute can be taken for grand project work. The topic should be research based and must be authentic work of the students. Primary data collection is a must.

## Format of the group project:-

The project should be based on the following format:-

* 1. Introduction to the topic including macro (external environment and industry) analysis, and micro (particular industry or firm under study) analysis.
  2. Research Methodology including the rationale for the topic, type of research design, sources of data, sampling method, sample size, any statistical tools used and limitations of the study.
  3. Findings and analysis of the study including graphs and statistics.
  4. Conclusion, Recommendations and Scope for further study in future.
  5. Bibliography, References, Statistical calculations and tables; if any.

## Assessment:-

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| --- | --- | --- | --- |
| **Group project component** | **Internal marks** | **External marks** | **Total** |
| **Project report** | **12** | **28** | **40** |
| **Power point presentation And Viva-voce** | **18** | **42** | **60** |
| **Total** | **30** | **70** | **100** |

1. **Guidelines for assessment:-**
   1. The pattern of assessment for internal and external component will remain the same for grand projects.
   2. The project report will be assessed on the basis of one group report submitted by students. Individual copies of the project must be produced during external exam and must be checked and signed by the external examiner also. The pattern of the project report must be as prescribed earlier.
   3. Power point presentation of the group project must be done by students during both internal and external assessment. The presentation should be divided among all the group members in such a way that the entire project contents are covered. Each student should present for 2-3 minutes on his\her allotted section.
   4. Power point presentation should be followed by individual viva voce. In this exam, the student should be able to answer on the entire project and also related topics; and not only on his section of the presentation.
   5. A hard copy and a CD of the power point presentation done during internal assessment must be produced at the time of external assessment too.