

# Gujarat Technological University

**Master of Business Administration**

**(Integrated)**



## Handbook

of

**Industry Orientation PROJECT (IOP)**

*(Applicable from Academic Year 2017-18 onwards)*

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# Contents

<b>Sr. No.</b>	<b>Topic</b>	<b>Page No.</b>
<b>1</b>	<b>Introduction: Industry Orientation Project</b>	<b>3</b>
<b>2</b>	<b>Objectives: Industry Orientation Project</b>	<b>3</b>
<b>3</b>	<b>Guidelines regarding contents and flow of the project – What is to be done</b>	<b>4</b>
<b>4</b>	<b>Criteria for evaluation of Industry Orientation Project</b>	<b>5</b>
<b>5</b>	<b>Frequently Asked Questions (FAQs) for Industry Orientation Project</b>	<b>5-7</b>
<b>6</b>	<b>Annexure I: Parameters for Evaluation</b>	<b>8</b>
<b>7</b>	<b>Annexure II: Format for Report Submission</b>	<b>9-12</b>
<b>8</b>	<b>Annexure III: Formatting Specification</b>	<b>13</b>
<b>9</b>	<b>Annexure IV:: Role of Director, Faculty Members &amp; Students</b>	<b>14</b>

# GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION (I-MBA)

### GUIDELINES FOR Industry Orientation PROJECT (IOP)

#### 1. INTRODUCTION:

The students will have to select an organization and visit the same for project **during 6<sup>th</sup> semester**, after the completion of visit student has to submit a **“Project Report”**.

#### 2. OBJECTIVES:

- Industry Orientation Project aims at widening the student's perspective by providing an exposure to real life organizational environment and its various functional activities.
- This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.
- Industry Orientation Project also provides invaluable knowledge and networking experience to the students. During the internship, the student has the chance to put whatever he/she learned in the first five semester of I- MBA into practice while working on a business plan or trying out a new industry, job function or organization.
- The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed I-MBA programme. The interns also serve as unofficial spokespersons of the organization and help in image building on campus.
- Some ideal projects can be in the areas of strategy formulation, business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, etc., among others. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the organizations. In some cases, even field work can also become an integral part of Project. The student need not shy away from taking up such projects.
- An additional benefit that organizations may derive is the unique opportunity to evaluate the student from a long-term perspective.

- The student should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

### **3. WHAT IS TO BE DONE?**

- **The student has to undertake project individually / in a pair. Joint Projects are allowed. Report is to be submitted by every individual/ group separately.**
- The Project process involves working at the organization and under a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student should also obtain a certificate from the organization/s where the Project was done and attach the same with the copy submitted to the institute.
- The university will arrange the external viva - voce for Project. The student is expected to make a **15 – 20 minutes presentation** before the examiner regarding the project work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of Project report should be less than 10%.**
- **Institute's Project Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**

### **4. CRITERIA FOR EVALUATION OF Project**

**The total marks for the project will be 200 and it carries 6 credits.** The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

**Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 60 to each student appearing for Viva in consultation with external person(s) called from industry. (Guidelines for industry person: Preferably a person of senior managerial level and at least having industry experience of 5 years)**

**External Viva: External examiner shall be appointed by Gujarat Technological University. He / she will give marks out of 140 on the basis of parameters given in Annexure I.**

**At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself / herself before leaving the exam center.**

### **5. FREQUENTLY ASKED QUESTIONS (FAQS):**

<b>Sr. No.</b>	<b>Frequently Asked Questions</b>	<b>Answers of FAQs</b>
1	What is the duration of Project?	<b>The duration of Project is entire semester six.</b>
2	Is Joint Project allowed in Project?	<b>Yes, Joint project is allowed in Project.</b>
3	Is it required to study Functional Departments of the Organization / Company?	<b>Yes, it is compulsory</b> for all the students to study functional departments of the company / organization and put the details of the same into Project report
4	What are the credits and marks of Project?	Project carries <b>6 credits</b> and of <b>200 marks</b>
5	Is it compulsory for student to work under the guidance of Internal (Institute) faculty	<b>Yes, it is compulsory</b> for each institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for Project
6	What is the proportion of Internal and External marks in Project?	<b>The proportion is 30:70.</b> Out of total marks of 200 the internal examiner has to give marks out of 60 and the external examiner has to give marks out of 140
7	Is it compulsory for the institutes to organize internal VIVA at institute before University Project VIVA?	<b>Yes, it is mandatory</b> for all the institutes to organize internal Project viva for their students. The internal evaluation carries 60 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide.
8	Is it required to attach company Certificate in the project report?	<b>Yes, it is compulsory</b> for all the students to attach company certificate in the project report.
9	Is it required to attach institute certificate in the project report?	<b>Yes, it is required</b> for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Principal/Director of the institute

10	How much plagiarism/similarity is allowed in the Project report?	Upto 10% plagiarism is allowed in the Project reports.
11	If plagiarism is above 10%, what should be done?	<b>If plagiarism is above 10% the said report is not accepted for Project VIVA.</b> It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above 10, re-work should be given to student. Such students are not allowed to appear in the external viva examination of Project
12	Is it compulsory to attach Plagiarism report?	<b>Yes, it is compulsory</b> for all the students to attach plagiarism report in the Project report
13	Which plagiarism software should be used?	<b>The licensed software</b> must be used to check plagiarism. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism.
14	What is the passing criteria in Project?	The passing criteria of Project is same like other subjects of I-MBA course.
15	How many copies of project report are required to submit?	It is compulsory for each student to bring <b>one hard copy</b> (spiral binding) of project at the time of University Project viva. Students are not required to submit hard copy at University. In case if institutes require then they may ask for hard copy submission. The submission of project report is required as under. <b>For University:</b> Soft Copy [The institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal] <b>For Institute:</b> One Soft/ Hard Copy (as per the requirement of institute) <b>For Student:</b> One Hard copy ( <b>compulsory requirement</b> ) The same hard copy of project has to bring during External Viva <b>For Company/Organization:</b> Soft /Hard Copy (as per requirement of Company)

# INDUSTRY ORIENTATION PROJECT REPORT

at

“ << Company Name >>”

Submitted to (Institute Name)

*IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT OF THE AWARD FOR THE DEGREE OF  
Masters of Business Administrations (Integrated)  
(Semester VI)*

UNDER THE GUIDANCE OF

Faculty Guide  
Name and Designation

**Submitted by**  
(STUDENT NAME)  
Enrollment No.: \_\_\_\_\_  
MBA (Integrated) – SEMESTER VI

**Offered By**

Gujarat Technological University  
Ahmedabad  
Month & Year

**CERTIFICATE (TWO PAGES BLANK)**  
**(1. Company Certificate 2. Institute Certificate)**

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**PREFACE (SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**DECLARATION**  
**(SEPARATE PAGE)**

I, \_\_\_\_\_, hereby declare that the report for “  
Project” entitled “\_\_\_\_\_”  
\_\_\_\_\_” is a  
result of my own work and my indebtedness to other work publications, references,  
if any, have been duly acknowledged.

Place :

(Signature)

Date :

(Name of Student) TABLE

OF CONTENTS



# TABLE OF CONTENTS

## Option 2: Project is based on Industry and Company study

Preface  
Acknowledgement  
Declaration  
Executive Summary

SR. NO.	PARTICULARS	PAGE NOS.
	<b>PART – I Industry Study</b>	
1	Growth and Evolution of Industry in India	
2	Product Profile	
3	Demand determination of the Industry	
4	Players in the Industry	
5	Distribution channel in the Industry	
6	Key Issues and Current Trends	
7	PESTEL / STEEPLED Analysis	
8	Financial Analysis of Chosen Industry	
9	Industry Analysis : Michel Porter's Five Force Model	
10	Future outlook	
	<b>PART – II Company Study</b>	
11	Company Information and Product Profile	
12	Functional Departments	
13	SWOT / TOWS Analysis	
14	Future Outlook/Conclusion/Suggestion	

Annexure  
Bibliography

**LIST OF TABLES\*/GRAPHS\*/DIAGRAMS\***

**(SEPARATE PAGE)\***

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>TABLE NOS.</b>	<b>PAGE NOS.</b>

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**FORMAT FOR TABLES/GRAPHS/DIAGRAMS**

**(AS TO BE WRITTEN IN THE REPORT)**

**TABLE TITLE TABLE NO.**

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SOURCE: (Font Size – 10)

**SPECIFICATIONS FOR PROJECT REPORT**

1	Paper Size	A4
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2	Margins	Left Side - 1.5 cm Right Side - 1 cm Top - 1 cm Bottom - 1 cm
3	Line Spacing	1.5 Lines
4	Paragraph Spacing	Double Lines
5	Page Numbers	At bottom – Centre (Middle)
6	Font Type	Arial
7	Font Size (FS)	For normal – 12
8	Bold / Italic / Underline	Should be used for specific purposes only
9	Alignment	Page Justify
10	Heading Subhead	Upper case, Bold, Centre, FS – 14 Bold, Left Aligned, FS- 12, No Colon (:)
11	Tables/ Graphs/ Diagrams	Title, No. and Source
12	Borders / Shades	No Borders , Headers , Footers
13	Word Breaking	No word Breaking
14	Chapter Name	On Separate Page – Before the start of the Chapter Centre Aligned on the Page No page Numbers on it Next page start the Chapter – do not repeat the title on the next page
15	Report Binding	Hard Bound Cover – Black Plastic coated Writing –Golden color only
16	Copies of the Report	<b>Hard : Total 1 Copy</b> For Institute – 01 (Hard Binding – Black) For Student – 01 (Spiral) (Optional) <b>Soft : 01 Copy</b> CD should have following information: Name of the Student Enrollment No. CP Title Year Guide Name
17	No. of pages for the report	<b>Not more than 100 to 150 pages</b>

## **ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS**

### **ROLE OF DIRECTOR/ PRINCIPAL / HOD:**

- Considering the Project as an important project for I-MBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

### **ROLE OF PROJECT COORDINATOR / FACULTY GUIDE:**

- Allocating students to each faculty members (Max. 15 students per faculty)
- Make sure that no more than 5 students are allowed to work in same company.
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of Project.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring Project progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during Project
- Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.

### **ROLE OF STUDENTS:**

- Preparing the Project as per guidance from institute faculty guide and company mentor (if any) and submit the same with in time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in Project Handbook.

**ALL THE BEST**