



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8th Semester

Subject Name: Multidisciplinary Action Project

Subject Code: 2587100

With effective
from academic
year 2017-18

Gujarat Technological University

Master of Business Administration



Handbook

Of

MULTIDISCIPLINARY ACTION PROJECT (MAP)

(Applicable to MBA, MBA (PT) and MBA - Integrated)

(Applicable ONLY for Academic Year 2020-21)



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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

INTEGRATED MASTER OF BUSINESS ADMINISTRATION (IMBA)

GUIDELINES FOR MULTIDISCIPLINARY ACTIONPROJECT (MAP)

**MAP HAS TO BE UNDERATKEN BY MAINTAINING ALL SOCIAL DISTANCING SAFEGUARDS.
THIS HANDBOOK AND GUIDELINES ARE SPECIFICALLY FOR SEM. III (MBA), SEM. V (MBA-PT)
AND SEM. VIII (MBA-INTEGRATED), ACADEMIC YEAR 2020-21.**

1. INTRODUCTION:

Multidisciplinary Action Project (**MAP**) is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, students are required to undergo MAP as per the prescribed format and duration. Students are required to work with an organization for hands on experiential learning during Semester III (Full Time) / Semester V (Part Time) / Semester VIII (MBA – Integrated). The students may carry their MAP training at an organization located within the geographical boundary of Gujarat/India. The students will have to undergo MAP during **the third semester** and submit a “**MAP Report**” by end of the semester.

2. OBJECTIVES:

MAP is an experiential learning opportunity. MAP involves students solving multidisciplinary business problems or opportunities by applying problem solving techniques. Action based learning develops leadership capabilities as students collaborate to deliver best possible outcomes given the limited time, resources and data.

A multidisciplinary action project is where students work on actionable projects identified by their sponsoring companies / organizations / NGOs / rural bodies, involving their learning from multiple disciplines. The multidisciplinary nature of the project shall be due to the application of solutions from multiple disciplines to industry problems. Students are expected to actually solve real life business challenges and problems. It is not compulsory that each project be multidisciplinary. But it is highly advisable as it shall help the students.

The targeted outcomes from the MAP are:

- Enhanced core business knowledge
- Development of critical analysis and problem solving skills
- Inculcation of sense of responsibility and accountability as a management graduate
- Enhanced leadership and communication skills
- Identifying linkages between academics and practical applications in real life situations
- Realistic appreciation of challenges and opportunities in the real world
- Providing networking opportunities to the students

3. WHAT IS TO BE DONE?



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Students in a group of **FIVE** shall undertake one MAP in the third semester. **Students, belonging to any specialization, can be a part of the groups.**

Not more than 1 group (per 60 students) from one Institute can work in the same organization / branch. The projects of all the groups should be unique and distinctively different.

The MAP process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the students are studying. The students are expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the students are expected to concentrate on the specific project, its objectives, its rationale, and adopt a methodology and identify a suitable analysis and implementation procedure for the completion of the project. The students have to provide recommendations and action plans, and also execute those plans as far as possible. The study and the execution are to be presented along with the findings of the study.

Thereafter, the students 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 students should also obtain a certificate from the organization/s where the MAP was done and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II).**

Looking at the current COVID-19 Pandemic situation, the MAP has to be done at-home / online only. Such topics should be selected that can be worked upon through secondary data, online resources and offline work carried out within the confines of the students' homes. For this time only, the implementation phase should not be stressed upon.

The university will arrange the external viva - voce for MAP. The students are expected to make a **20– 30minutes' presentation** before the examiner regarding the MAP project work undertaken, which will be followed by questions by the examiner. **The conduction of external and Internal Viva shall be as per the guidelines of the University applicable at the time of such viva.**

Institute's MAP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.

4. EVALUATION OF MAP

The total marks for the MAP project will be 200 and it carries 4 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 an external person(s) called / invited online 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):

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of MAP?	The duration of MAP shall be third semester.
2	How many students are allowed in one company/organization?	Only 1 group of 5 students from a batch of 60 students in same organization/company/branch.
3	Is it required to study Functional Departments of the Organization / Company?	Yes, it is compulsory for all the students to study functional departments of the company / organization and put the details of the same into MAP report. <u>However, this should be done through telephonic interactions and review of organization's reports, website and other data sources.</u>
4	Is it compulsory to carry out research study on an identified problem / opportunity in MAP?	Yes, it is compulsory for all the students to study a specific problem / opportunity of the organization/ company, identified and given by company personnel or students and carry out a research through suitable research methodology for finding probable solution of the problem.
5	Is a review of literature needed?	The MAP shall not involve any detailed research methodology or review of literature like CP. But yes, a structured approach must be followed for projects as it would involve data to be collected to facilitate actions and decisions.
6	Which type of research study can be done in MAP?	Student may carry out Qualitative or Quantitative research study on Primary (only through Online / telephonic / e-mail surveys) or Secondary data depending on the selection of topic/problem and the scope of study.
7	What are the credits and marks of MAP?	MAP carries 4 credits and 200 marks.



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8	Is it compulsory for student to work under the guidance of Internal (Institute) faculty	Yes, it is compulsory for each institute to allocate internal faculty to each group. These internal faculties will act as internal guides for MAP.
9	What is the proportion of Internal and External marks in MAP?	The proportion is 30:70. 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
10	Is it compulsory for the institutes to organize internal VIVA at institute before University MAP VIVA?	Yes, it is mandatory for all the institutes to organize internal MAP 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. <u>The guidelines for Internal Viva conduction shall be communicated by the University as per the prevalent norms at that time.</u>
11	Is it required to attach company Certificate in the project report?	Yes, it is preferable that students attach company / organization certificate in the project report. The company certificate should mention the duration for which the student was engaged with the organization for the project.
12	Is it required to attach institute certificate in the project report?	Yes, it is required 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
13	How much plagiarism/similarity is allowed in the MAP report?	Up to 30% plagiarism is allowed in the MAP reports.
14	If plagiarism is above 30%, what should be done?	If plagiarism is above 30% the said report is not accepted for MAP VIVA. 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 30, re-work should be given to student. Such students are not allowed to appear in the external viva examination of MAP
15	Is it compulsory to attach Plagiarism report?	Yes, it is compulsory for all the students to attach plagiarism report in the MAP report
16	Which plagiarism software should be used?	The licensed software must be used to check plagiarism. Open source and free software are not allowed. If university has provided licensed software to institutes, it is compulsory for all institutes to use the same software to check the



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		plagiarism.
17	What are the passing criteria in MAP?	The passing criteria of MAP are same like other subjects of IMBA course.
18	How many copies of project report are required to submit?	<p>It is compulsory for each student to bring one hard copy (spiral binding) of project at the time of University MAP viva, <u>ONLY if External Viva is held offline</u>. 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.</p> <p>For University: Soft Copy [The institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal]</p> <p>For Institute: One Soft/ Hard Copy (as per the requirement of institute)</p> <p>For Student: One Hard copy (compulsory requirement). The same hard copy of project has to be brought during External Viva</p> <p>For Company/Organization: Soft /Hard Copy (as per requirement of Company)</p>



6. NATURE OF THE PROJECT WORK:

1. The project can be carried out in any private firm, MSME, corporate entity, service organization, trade association, NGO, start-up, educational institute, village body, etc. It can also be a community project / social project. In essence, students need to work on an actionable activity and submit the process and output in the form of a report. The selected firm must allow students to execute the project from home.
2. The selection of the organization should be solely on the basis of the opportunity and scope of doing an action project – diagnosing and analyzing problems, implementing decisions and measuring results. It shall be the responsibility of the individual faculty guides to ensure the same. The project should be befitting 04 credits and entire semester duration.
3. During the project, the students should apply what they have learned in seven semesters of IMBA, into practice.
4. Some suggestive projects for MAP are:
 - planning / executing an online promotional event
 - planning / executing a social media campaign
 - feasibility study for a new venture
 - strategies for waste management, cost reduction
 - Digital documentation, office management for a small enterprise
 - framing of HR policies and documents
 - formalities for availing Import- Export Code Number / GST registration
 - analyzing the market and devising strategies for implementing a market entry strategy
 - suggest measures to improve socio-economic conditions of marginalized rural segments
 - develop a strategy to identify additional revenue streams for an NGO
 - develop a structured performance appraisal system for an organization
 - develop a media plan, purchase media time/space for a promotion program online
 - measuring the performance of online presence (websites, social media) of a firm
 - create online entities (websites, social media profiles) for an organization

The project scope is not necessarily confined to one of the above mentioned areas; a number of projects are multi-disciplinary in nature.

5. The students should ensure that the data and other information used in the study are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization and ensure total confidentiality in all aspects of the MAP.
6. Students can submit photographic evidence of the work done in the project.
7. At the end of the report, students should include one to two pages sectioned as “Skills Enhanced and Learning gained”. The students are expected to mention how they have been able to apply various skills which they have learned and possess, in various stages of the project. They should also describe their learning and skill enhancement from MAP in detail.



8. **COMPONENTS OF THE REPORT**

Title page
Company Certificate (preferable)
Students' Declaration
Plagiarism report
Institute's Certificate
External Examiner Certificate format (if viva are held offline)
Acknowledgement
Executive Summary

Table of Content
List of Tables
List of Figures

Introduction
Industry and Company Profile

Diagnosis Phase:

- Problem / Opportunity identification and description = Background of the project
- Analyzing the problem
- Main objectives and tasks, project schedules

Design and Analysis phase:

- Methodology adopted for data collection / fact finding / in-depth investigation
- Sources and tools of data collection
- Data Analysis and findings

Implementation phase:

- Identifying alternative courses of action
- Determining the solution to be proposed
- Methodology adopted for solution implementation
- Project outputs / key deliverables
- Tangible and intangible benefits delivered to the organization
- Future recommendations

Skills Enhanced and Learning Gained

Glossary (if needed)
References
Annexure and Appendix.

9. **PARAMETERS FOR EVALUATION:**

Sr. No.	Parameter	140 marks	60 marks	% weightage
1	Diagnosis Phase	55	25	40



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2	Design and Analysis phase:	50	20	35
3	Implementation phase	35	15	25

The examiner should assess the following aspects while evaluating the Project:

1. Diagnosis Phase:

- Clarity in understanding the background of the problem/opportunity and effort at understanding the company's situation
- Defining the problem and analyzing the problem
- Identifying and defining the objectives of the project
- Clear roadmap and schedule of tasks to be undertaken

2. Design and Analysis Phase:

- Rationale and approach adopted for gathering facts and data
- Creative and logical use of qualitative / quantitative research methods and tools
- Efforts undertaken to gather data and facts
- Soundness of data collection tools
- Objective and subjective analysis of collected data, facts and figures
- Appropriateness of data analysis and relevance of findings
- Due diligence ensured while conducting research

3. Implementation Phase:

- Identification of alternate courses of action
- Proposing the solution
- Feasibility of implementing the solution
- Determining the actions to be taken
- Methodology adopted / proposed for implementation of the solution / task undertaken
- Measurement of results of the action taken / proposing a framework for measuring results
- Assessment of benefits from the action taken / Benefits expected from the action

It is understandable that all solutions proposed in the project may not be implementable sitting at home. However, it is encouraged that students undertake projects which can be implemented and their results measured and assessed by working from home ONLY.

Note:

The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study. The examiner must focus on the work done/training taken by the students rather than the statistical tests/tools used by students in their project report.



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Annexure I

FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >

Multidisciplinary action Project Report

On

'<Title of Project>'

At

<Name of Company / Organization>

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of
Integrated Master of Business Administration (IMBA)

Offered By

Gujarat Technological University

Ahmadabad

Prepared by:

<Name of Students>

< Enrolment Nos.>

IMBA (Semester - VIII)

Month & Year:

NOVEMBER 2020



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<Second Page>

Students' Declaration

(On separate page)

We hereby declare that the **Multidisciplinary Action Project** titled “

_____ undertaken at **(Name of the Company / Organization)** is a result of our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged. If we are found guilty of copying from any other report or published information and showing as our original work, or extending plagiarism limit, we understand that we shall be liable and punishable by the university, which may include being declared 'Fail' in the MAP examination or any other punishment which the university may decide.

Enrollment nos.	Names	Signature

Place:

Date:



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< Third Page>

Date: __/__/__

Company / Organization Certificate<on Company's Letterhead >

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)> of <Name of Institute (Institute Code) > have successfully completed the Multidisciplinary Action Project titled "....."
at <Name of Company with location > during <From to..... >.

<Fourth Page>

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

<Fifth Page>

Date: __/__/__

Institute Certificate<on Institute's Letterhead, individually for each student>

[Please attach signed copy of this certificate in the report]

"This is to Certify that this **Multidisciplinary Action Project Titled**
"....."
is the bonafide work of <Name of Student (Enrolment No.)>, who has carried out the project under my supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project



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report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. **I have also checked the plagiarism extent of this report which is % and it is below the prescribed limit of 30%. The separate plagiarism report in the form of html /pdf file is enclosed with this.**

Rating of Project Report [A/B/C/D/E]: _____

(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)

(By Faculty Guide)

Signature of the Faculty Guide/s

(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute

(Name of Principal / Director)

ACKNOWLEDGEMENT (SEPARATE PAGE)

EXECUTIVE SUMMARY (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

FULL REPORT



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Annexure II

FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: One hard copy (Students have to bring one hard copy at the time of External MAP viva. Students have to take back the hard copy of report, once the viva-voce is over.)
- The WORD file may be converted to pdf format for online submission.
- Maximum 50 pages, excluding annexure and appendix.
- References – APA Style



Annexure III

ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the MAP as an important project for IMBA students
- Ensuring the regular interaction of students with the selected organization.
- Providing the facility for completing project work in terms of library, computer lab, journals, etc.
- Organize timely internal Viva – Voce for all the students.

ROLE OF MAP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty member (Max. 15 students per faculty)
- Make sure that no more than 5 students (per batch of 60) are allowed to work in same company / branch.
- Providing the guidance to students before students approach the companies.
- Helping the students to understand the importance of MAP.
- Encouraging and guiding students to prepare good quality report.
- Monitoring MAP progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during MAP
- Each Faculty Guide has to ensure that all the students have to fulfill 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.
- Sharing learning experiences and success stories of MAP project at mba@gtu.edu.in

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.
- Preparing a good quality report as per the guidelines given in MAP Handbook.

ALL THE BEST