



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 1

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Capstone Project – 1

Subject Code: N2519407

## Rationale:

Capstone Project, is an integral part of the academic curriculum of MBA IEV. For the successful completion of the MBA program, students are required to undergo to Capstone Project as per the prescribed format and their Startup idea during the semester I and semester II.

## Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
0	0	6	6	0	0	140	60	200

## Course Content:

Unit No.	Content	No. of Hours	Marks
-	Capstone projects are Experiential Learning Segments where students apply their classroom learning throughout the semester into practice of innovation & Entrepreneurship. Capstone projects will make students capable to work on their idea to convert innovation and further development of business models out of it. Faculty/Industry/Start-up experts will guide students to do independent projects or guide students to build advancement of one Idea into Wireframes and Prototype based upon the domain students are working on.	-	-

## Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 60 Marks)
<ul style="list-style-type: none"> <li>Detailed report on Idea and PoC Prototype etc</li> </ul>	30 marks
<ul style="list-style-type: none"> <li>Viva on learning</li> </ul>	30 marks



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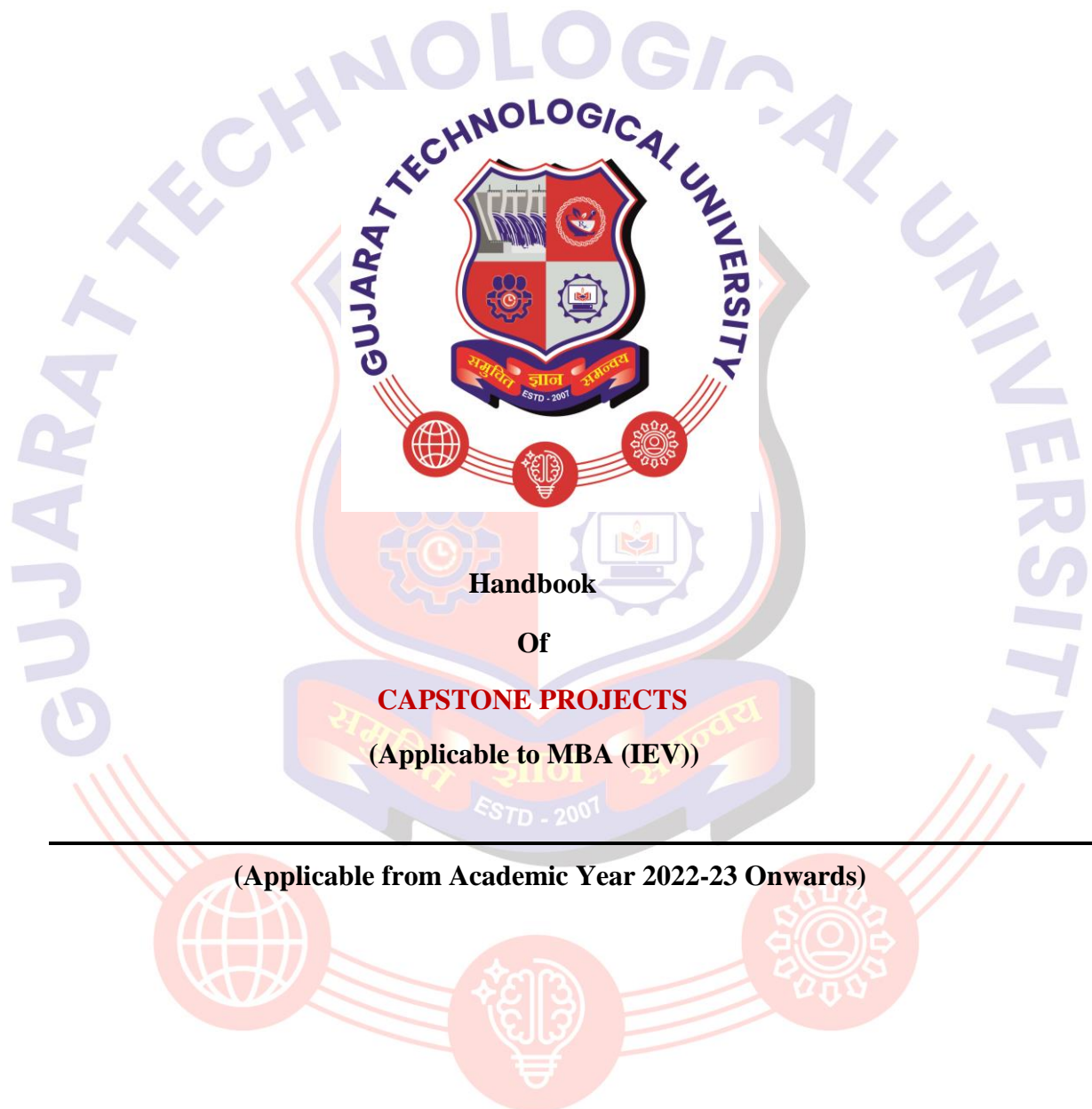
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**Gujarat Technological University**

**MBA (Innovation, Entrepreneurship & Venture Development)**





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**Contents:**

<b>Sr. No.</b>	<b>Topic</b>
1	Introduction: Capstone Project Report
2	Objective: Capstone Project
3	Guidelines regarding contents and flow of the project – What is to be done
4	Criteria for evaluation of Capstone Projects 1/2/3
5	Report Layout for Capstone Project 1
8	Annexure I: Parameters for Evaluation
9	Annexure II: Title Page for Capstone Project 1
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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

**MBA (INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT)**

**GUIDELINES FOR CAPSTONE PROJECT REPORT**

### 1. INTRODUCTION:

The students will have to undergo Capstone Project during Semester 1, 2 and 3 and submit a “Capstone Project Report” by end of respective semesters.

Capstone Project, is an integral part of the academic curriculum of MBA IEV. For the successful completion of the MBA program, students are required to undergo to Capstone Project as per the prescribed format and their Startup idea during the semester I and semester II.

### 2. OBJECTIVE:

Capstone projects are Experiential Learning Segments where students apply their classroom learning throughout the semester into practice of innovation & Entrepreneurship. Capstone projects will make students capable to work on their idea to convert innovation and further development of business models out of it. Faculty/Industry/Start-up experts will guide students to do independent projects or guide students to build advancement of one Idea into Low Fidelity Wireframes and High Fidelity Wireframes based upon the domain students are working on.

### 3. WHAT IS TO BE DONE?

- The student has to undertake capstone project individually. Report is to be submitted by every individual student separately.
- The responsibility for ensuring the genuineness and quality of the project lies.
- During the semester 1, 2,& 3 students have to prepare report on topics as mentioned



below:

1. CP-1:- Idea Validation and Proof of Concept, Business Idea,
2. CP-2:- Prototyping Possibilities, Feasibility and development of Working prototypes
3. CP-3:- Design and development of Minimum Viable Product, Final Product design and development, Business Model Canvases
4. identify & finalize the idea that they are going to work on, and subsequently they need

- Thereafter, the student should prepare a report and submit one copy to the institute. Students may submit hard copy or soft copy of report the institute as per their requirement.

- The university will arrange the external viva - voce for Capstone Project. The student is expected to make a **15-20 minutes presentation** before the examiner regarding the capstone project work undertaken, which will be followed by questions by the examiner.

#### 4. Criteria for Evaluation of Capstone Projects 1/2/3

The total marks for the Capstone project 1, 2 & 3 will be **200 Marks each** and each 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 preferably in consultation with an external person(s) called from industry. (Guidelines for industry person: Preferably a person of senior managerial level and at least having industry experience of 5years)

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.

The external examiner shall have to give his / her comments to each student, immediately during or after the student's viva is over and before the next student's viva commences. The comments should reflect each student's contribution and performance, as well as the overall project's quality and significance. The reports should not be given back to the students; they should be handed to the Institute. 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. Report Layout for Capstone Project 1

### \*Executive Summary

Executive Summary should be the introduction of your business. The Executive Summary is critical, because many individuals (including venture capitalists) only read the summary.

Executive Summary Sections Include:

1. A first paragraph that introduces your business. Your business name and location. A brief explanation of customer needs and your products or services. The ways that the product or service meets or exceeds the customer needs. An introduction of the team that will execute the Business Plan.
2. Subsequent paragraphs that provide key details about your business, including projected sales and profits, unit sales, profitability, and keys to success.
3. Visuals that help the reader see important information, including highlight charts, market share projections, and customer demand charts.

**Report Sequence:** Title Page, Executive Summary/Preface, Acknowledgement, Student Declaration, Institute Certificate, List of tables/figures, Abbreviations, Annexure, Table of Content, Full report

- Report Introduction
  - The Introduction tells the reader what the report is about. It sets the project in its wider context, and provides the background information the reader needs to understand the report.
  - introduces the topic of the report in context
  - explains the problem and/or motivation for the project
  - states the aim/s of the project
  - indicates the purpose of the report
  - briefly outlines the report structure (not necessary in a short report)
- Analysis-Environmental, Internal, Industrial
  - Indicate current and potential opportunities or threats outside the company in its external environment. The external environment includes political, environmental, technological and sociological events or trends that can affect the business directly or indirectly.
- Literature Review Report / Prior Art Search Report (Novelty Report)



- A literature review is an overview of the previously published works on a specific topic. The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article.
- Problem Definition / Opportunity
- Define Problem Statement: for an existing process or service you want to improve or change.
- Define Opportunity Statement: for when you want to create a new process or service
- Market Search Report & Internal Marketing Plan
- A Market Analysis defines the target market so that you can position your business to get its share of sales. The Marketing Plan section details what you propose to accomplish, and is critical in obtaining funding to pursue new initiatives.
- Competitive Advantage / Competitor Matrix
- Explain with matrix & comparison why & how customers perceive your products or services to be superior to your competitors.
- Limitations in Existing Solution/Challenges\*
- Explain limitation & challenges in existing solutions available. Mention the pain points users are facing with existing products/services.
- Proposed Solution / Structure of the Proposed Mechanism along with Key Features
- Explain structure & mechanism of your product/service highlighting key features/offerings and how it is going to provide the exact value to the customers that they are looking for.
- Proposed Estimation for PoC / Prototype with Pictures
- The Proof of Concept (PoC) is a demonstration of the practical feasibility of a method, idea, technology in order to prove the fact that the method, idea, or technology does work. The importance of POC also lies in highlighting the areas where unnecessary costs can be minimized and those areas in a business which need more attention and can bring in more customers and hence boost profits. Mention estimated cost for PoC/Prototype that you are proposing as per your business idea.
- Perceived Challenges
- Highlight all the challenges you are facing during your journey of Development of an Innovative Business Idea into a Proof-of-Concept
- Work done till date i.e. Results & Discussion
- Summarize work done by you & team with essential data/results & discussions.
- Canvases



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- Prepare necessary Canvases through which you can reflect & show your product or service description. (i.e. Happy Canvas, Ideation Canvas, Product Development Canvas, Business Model Canvas, Value Proposition Canvas etc.)
- Proof of Concept with Sketches, Wires, SRS, Algorithm etc.
- Conclusion & Future Scope
- Conclude your work in clear & crystal words while mentioning future scope of the idea/start-up.
- Achievements (If any)/Implementations
- Include any achievements or pilot implementations if performed.
- Team details with basic skill set
- Highlight your organization structure, management team and mention roles & responsibilities of team members with skill sets they possess.
- Idea- Mentor Validation Form (Get your proposal validated by at least 3 domain experts, and get their detailed review and suggestions on your proposition)
- Bibliography
- A bibliography is a detailed list of references cited in your work.
- Appendices
- Appendices contain material that is too detailed to include in the main report, such as long mathematical derivations or calculations, detailed technical drawings, or tables of raw data.



**Annexure -I**

**PARAMETERS FOR EVALUATION**

Evaluation Parameters for internal as well as external assessment of capstone project 1, 2 & 3 are as follows:

Sr. No.	Parameter	Weightage (%) for internal and external assessment
1	Design Thinking and approachable solution , Creativity and Innovation proposed	20
2	Market Study and Analysis, Challenges,	20
3	Understanding on PoC & Prototype and progress, with all iteration	20
4	MVP readiness, Canvases & Achievement if any	10
5	Participation in related program at incubation centre or academic institutions or such	10
6	Presentation tool/s and communication skill, Q / A handling	10
7	Report writing	10



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Annexure II

Title Page for Capstone Project 1



**Capstone Project-1**

**On**

**“Development of an Innovative Business Idea, Prototypes and MVP”**

**Of Startup Project Name**

**Submitted by**

Name of the Student (Enrolment No. \_\_\_\_\_)

Faculty Mentor

Name of Faculty

Designation

***In partial fulfilment of***

**Master of Business Administration (MBA)**

(Innovation, Entrepreneurship & Venture Development)

Semester -1

**Submitted to**

Graduate School of Management Studies (GSMS)

Gujarat Technological University, Ahmedabad- 382424 – Gujarat

**Month-Year**



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## Annexure III

### Format of Capstone Project 1/2/3

#### Student's Declaration

(On separate page)

I hereby declare that Capstone Project 1/2/3 titled \_\_\_\_\_ is a result of my own work and my Indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, I understand that I shall be liable and punishable by the university, which may include 'Fail' in examination or any other punishment that university may decide.

Enrolment Number	Name	Signature

Place: .....

Date:



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#### Annexure IV

#### *Formatting Specifications for Capstone Project 1/2/3*

#### **FORMATTING SPECIFICATIONS FOR REPORT:**

- 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 (Student has to bring one hard copy at the time of External Capstone Project viva. Student has 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.



**Annexure V**

**1. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS ROLE OF DIRECTOR/ PRINCIPAL / HOD:**

- Considering the Capstone as an important project for MBA IEV Students.
- Ensuring relevant exposure to the students.
- 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 CAPSTONE PROJECT COORDINATOR / FACULTY GUIDE:***

- Providing the guidance to students.
- Helping the students to understand the importance of Capstone Project.
- Inviting the experts from companies who are providing mentoring to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring Capstone Project progress report of students.
- Taking regular feedback from students regarding the progress.
- 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, signing the report and approving the same, conducting internal Viva-Voce, etc.
- Sharing learning experiences and success stories of capstone project at [gsms@gtu.edu.in](mailto:gsms@gtu.edu.in)

***ROLE OF STUDENTS:***

- Preparing the Project as per guidance from institute faculty guide and submit the same with in time limit.
- Trying to explore thoroughly for your idea/startup.
- Developing presentation skills.
- Preparing the good quality report individually as per the guidelines given in Capstone Handbook.

**ALL THE BEST**