

GUJARAT TECHNOLOGICAL UNIVERSITY
MASTERS IN APPLIED MANAGEMENT-MTM
DUAL DEGREE PROGRAMME
SEMESTER: X (w .e .f. January 2017)

Subject Name: Project

Subject Code: 41100501

1. The Student must register himself as a trainee in any one of the organization as mentioned below.
 - a. A Company registered under the Companies Act 1956 / 2013.
 - b. Any Public Sector Undertaking
 - c. Any non-government organization (NGO)
 - d. Any co-operative society
 - e. Any registered Partnership Firm
2. The selected organization must have minimum turnover of not less than 1 cr. INR during the preceding financial year. However, if a student or a group of students (maximum 4) want to create their own Start Up or new enterprise, GTU shall encourage it and the turnover limit shall be waived. The students will have to make the project report as per serial no. 4 (given below).
3. The student must undergo the training for a period of not less than 90 days on full time basis during the semester.
4. The student have to furnish the offer letter duly signed & stamped by the training organization. The college has to submit the collected offer letters of all students to the university.
5. The student has to submit the work experience certificate duly signed & stamped by the training organization at the end of the training duration.
6. Experience in national and multinational companies will be preferred.
7. The student has to prepare complete project report.
8. Finally they have to make a detailed presentation and appear for VIVA.
9. The total marks for the project report and viva-voce will be 700 and it carries 30 credits.

The marks will be awarded for the following aspects:

 - i) **Introduction:** Clear understanding of the topic/subject; understanding of the organisation/unit//field.
 - ii) **Literature Review:** Published studies, review of similar studies
 - iii) **Details about the study:** Objectives, formulation of the problem, scope, and rationale of the study, prepared in consultation with the training organization and college Professor/ Guide.
 - iv) **Methods/methodology adopted for the study:** Analytical, Survey, Field Work or any other method with appropriate justification and reasoning.

- v) **Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
- vi) **Contribution and learning from the project:** Details of the contribution of the study, the benefits to the organisation, the learning from the study for the student, etc.
- vii) **Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organisations, which should be duly acknowledged in the Report.
- viii) Presentation of the report, format of the report, flow of the report, style, language, etc.
- ix) **Presentation of the report to the examiners:** Substance and treatment of the topic, style of presentation, and performance in the question answer session, time management, language, etc.
- x) Case Study/ Explanation of experience in Business/Industry/NGO/Government will carry 200 marks as per Teaching Scheme.