

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB1X302	Course Name	Multidisciplinary Action Plan (MAP)					
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0		100		100	200

Course Outcomes:

CO1	Conduct a situational analysis for the sponsoring organization.
CO2	Compare concepts, theories, models, tools and techniques for their applicability in resolving the problems / opportunities.
CO3	Decide an appropriate structured approach, tools and techniques for resolving the problems / opportunities.
CO4	Design a systematic Project Plan, Roadmap and Schedule as part of a team.
CO5	Justify the choice of the chosen alternative as a solution for attaining the objectives.
CO6	Implement the chosen alternative for attaining the project's objectives.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	1
CO2	3	3	2	2	2	2
CO3	3	3	2	2	2	2
CO4	3	3	2	1	1	1
CO5	3	3	3	1	1	1
CO6	3	3	3	2	2	1

Course Schedule:

1 st Week	Orientation about MAP, Group Formation Finalizing the Sponsoring Organization
2 nd Week – 3 rd Week	Diagnosis Phase Identifying the need problem / opportunity for MAP Deciding the roadmap, schedule
4 th – 6 th Week	Design and Analysis Phase Planning for the preparation to address the project needs Structured approach to attain the project's objectives Data collection and analysis
7 th – 9 th Week	Implementation Phase Identifying courses of action, Implementing a feasible solution Recommending future courses of action
10 th Week	MAP Assessment Project Report Submission Internal and External Viva

1. Diagnosis Phase: -

- ❖ Clarity in understanding the background of the problem/opportunity and effort at understanding the company's situation
- ❖ Defining the problem and analysing 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

Project Phase	Learning Outcomes
Diagnosis Phase	LO1, LO4
Design and Analysis Phase	LO2, LO3
Implementation Phase	LO5, LO6

Grading& Assessment:

Component	Weightage
Semester End Viva (V) - Summative	100 marks
Continuous Evaluation (CE) - Formative	100 marks

The total marks for the MAP project will be 200 and it will carry 4 credits. The marks will be awarded in proportion of 50:50 by external and internal examiners respectively. Students have to obtain 50% marks in both components individually in order to be declared Pass in the said components.

Semester End Viva:

The Semester End Evaluation shall be in the form of an external Viva Voce exam. Each group of students shall be presenting their MAP work to an external examiner appointed by the University. The Viva Voce exam shall be held before the commencement of Semester III University Exams.

Continuous Evaluation:

The Continuous Evaluation shall comprise of 100 marks and shall be assessed two times considering continuous evaluation of the MAP progress throughout the Project's Tenure. The first assessment shall be done at the end of 4th Week, where the group of students shall be presenting their MAP work till Diagnosis Phase. The internal faculty guide shall interact with the individual/group of students and shall conduct their Viva and shall give the marks out of 40. The second round of evaluation shall be undertaken prior to the Semester End External viva where internal faculty guide shall evaluate the MAP projects through Presentation and Viva-Voce and shall give marks out of 60.

The Continuous Evaluation shall comprise of 100 marks and shall be assessed considering continuous evaluation of the MAP progress throughout the Project's Tenure and feedback from the Industry expert.

Distribution of marks:

Learning Outcome	Diagnosis Phase	Design and Analysis Phase	Implementation Phase
LO1	20	---	---
LO2	---	20	---
LO3	---	40	---
LO4	40	---	---
LO5	---	---	30
LO6	---	---	50

Consolidated Marks Distribution:

Sr. No.	Parameter	100 marks (External)	100 marks (Internal)	% of weightage
1	Diagnosis Phase	10	50	30%
2	Design and Analysis phase	40	20	30%
3	Implementation phase	50	30	40%

Examiner	Assessment Criterion	Marks	Learning Outcome
External	Viva-Voce		
	• Situational Analysis	10	1
	• Justification of the solution	30	5
	• Clarity of concepts		
	• Presentation skills		
	Appropriateness of methodology	40	3
	Implementation	20	6
Internal	Analytical ability		
	• Environmental Analysis	10	1
	• Identification of relevant concepts, theories and models	20	2
	Teamwork and Leadership	30	4
	• Initiative		
	• Contribution to the project		
	Project Planning and Execution		
	• Systematic approach to project planning, creation of a roadmap, scheduling of work, timelines, project execution		
	Implementation	30	6
	Industry Feedback	10	4

Project Report Components

Report Format:

The formal Report shall have three parts:

- iv. Prefatory Pages
- v. Text Parts
- vi. Supplementary Parts

iii. **Prefatory Pages** (to be numbered in lower-case Roman numerals e.g. i, ii, iii, Cover Page should not be numbered).

- Cover Page
- Company Certificate
- Plagiarism Report
- Certificate
- Acknowledgement
- Executive Summary
- Table of Contents
- List of Tables
- List of Figures

iv. **Text Parts** (to be numbered in Arabic numerals e.g. 1, 2, 3)

Chapter No.	Title of chapter / sub topic	Page no.
1	Introduction: Industry Profile and Profile of the Organization	
2	Diagnosis Phase: -Problem / Opportunity identification and description - Background of the project - Analysing the problem - Main objectives and tasks, - Project schedule/roadmap	
3	Design and Analysis phase: - Methodology adopted for data collection / fact finding / in-depth investigation - Sources and tools of data collection - Data Analysis and findings	
4	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	
5	Skills Enhanced and Learning Gained	

v. **Supplementary Parts** (to be numbered in Arabic numerals e.g. 1, 2, 3 ..., and to be continued from the last page number of the text part)

- Appendix
- Annexure
- Bibliography



<Cover Page>

Multidisciplinary Action Project Report

On

‘<Title of Project>’

At

<Name of Company / Organization>

Submitted to

S. R. Luthra Institute of Management

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfillment of the Requirement of the award of the degree of

Master of Business Administration (M.B.A)

Offered By

Sarvajanik University

Surat

Submitted by:

<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>

MBA (Semester - III)

Month & Year

December, 2022



<Organization's Certificate (to be printed on Organization's Letter head)>

Date: __/__/__

To,
**S. R. Luthra Institute of Management,
Surat.**

This is to certify that the below mentioned students of S. R. Luthra Institute of Management have successfully completed the **Multidisciplinary Action Project** on “.....” at <Name of Company with location > during <Fromto..... >.

<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>
<Name of Student>	< Enrolment No.>

Sign and Stamp



<Certificate>

Sarvajanik University

S. R. Luthra Institute of Management

We hereby declare that the Multidisciplinary **Action Project** titled
“ _____ ” at

_____ (Name of the Company/Organization / Industry) is a result of my own work and my indebtedness to other work publications, **References:**s, if any, has been duly acknowledged. I am aware of the Institute’s Plagiarism Policy and hereby certify that I have not violated any guidelines in the course of the preparation of this Report. I have also checked the plagiarism extent of this report which is ___% and it is below the prescribed limit. The separate plagiarism report in the form of pdf file is enclosed with this.

Enrollment No.	Student’s Name	Signature

Signature of the Faculty Guide

Name: _____

Designation: _____

Signature of Director

Name: Dr. Jimmy. M. Kapadia

Place:

Date:

Stamp of Institute



Project Report Formatting Specifications:

- 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
- Page number on the bottom right of each page, e.g. 1 of 94, 2 of 94....
- Alignment: Justified
- Column Specification: One
- The WORD file needs to be converted to pdf format for online submission.
- Bibliography style – American Psychological Association (APA)
- The report should not have the logo of either the Institute/Sarvajanik University or the MAP organization.

