

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	4			Effective From	June 2024			
Course Code	MGMB1X401	Course Name	Capstone Project (CP)					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
6	0	0	0	---	100	---	100	200

Course Outcomes:

CO1	Analyse existing literature relevant to the identified problem/topic of study.
CO2	Design the research methodology for the project topic.
CO3	Apply suitable analytical tools for data interpretation and analysis.
CO4	Compile the outcomes of the project into a meaningful document.
CO5	Develop analytical, decision making and presentation skills.

Mapping Course Outcomes to Program Outcomes:

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

Course Specifications:

- CP is a course of Semester IV curriculum and shall be for a duration of eight weeks.
- CP can be carried out with an organization. The organization can be a business entity, a corporate entity, a private firm, an MSME, a service organization, an institution, an NGO, a trade / community association, a village panchayat or a cooperative society. The student can also undertake CP independently, without being associated with any organization.
- CP has to be carried out either individually or in a pair (two students).
- CP has to be carried out within the domain of specialization chosen by the student in the second year of M.B.A. Program.



The CP involves working under the mentorship of an executive of the concerned organization (if the student(s) is/are undergoing CP with an organization) and also with a faculty member of the Institute. 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 carry out a systematic and comprehensive research to identify causes and solutions to a problem/opportunity identified by the organization / student. The research study should incorporate a detailed review of existing literature on the theme / topic of research. After an elaborate literature review, the students should formulate a research methodology and undertake data collection and its empirical analysis. The students should then summarize the findings and propose feasible and relevant recommendations and future scope of action.

The students shall prepare a report and submit one hard copy to the organization (if any) and one soft copy to the Institute. The students should also obtain a certificate from the organization (if any) where the CP was carried out and attach the same with the copy submitted to the Institute. The CP Faculty guide shall obtain a written and oral feedback about the performance of the student(s) from the organization.

Course Schedule:

1stWeek	Students finalize if they would be undertaking the CP with an organization or independently.
2ndWeek – 4th Week	Introduction of problem/topic, Industry Overview, Company details (if any), Theoretical Concepts, Literature Review, Comprehensive Research Methodology adopted for the study.
End of 4th Week	Continuous Evaluation (Internal Examiner) <ul style="list-style-type: none"> ▪ Viva-Voce and student interaction
5th – 6th Week	Field Work / Data Collection & Analysis
7th Week	Preparation of Final Report and Submission
8th Week	CP Report Revisions, Plagiarism Check
Declaration of Viva Dates	Continuous Evaluation (Internal Examiner) <ul style="list-style-type: none"> ▪ Viva-Voce and student interaction External Evaluation (External Examiner) <ul style="list-style-type: none"> ▪ Viva (to be declared by the University)

5. Introduction of problem/topic:

- ❖ Clear understanding of the topic/subject
- ❖ Conceptual /theoretical framework of selected topic (if any).

6. **Literature Review:**
- ❖ Published studies, review of similar studies, identification of research gap, formulation of the problem, define objectives, scope and rationale of the study.
7. **Methods/Methodology adopted for the study:**
- ❖ Primary Data Analysis: Survey, Field Work, Interview, Observation.
 - ❖ Secondary data analysis: Business Plan, Case studies etc. methods with appropriate justification and reasoning.
8. **Analysis and Conclusions:**
- ❖ Selection of analysing tools, source of data, whether the conclusions are in line with the objectives.
 - ❖ Application of statistical tools using software is encouraged but more than that a good, relevant, and useful interpretation of the data is more required. Implications of the research work and its applicability in Industry.
9. **Presentation of the report:**
- ❖ Format of the report, flow of the report, style, language.
10. **Viva-Voce:**
- ❖ Substance and treatment of the topic,
 - ❖ Style of presentation,
 - ❖ Performance in the question answer session,
 - ❖ Time management, language.

Project Phase	Learning Outcomes
Introduction of Problem/Topic	CO1
Literature Review	CO1
Methods/Methodology Adopted for the Study	CO2
Analysis and Conclusions	CO3
Presentation of The Report	CO4
Viva-Voce	CO5



Distribution of marks:

Course Outcomes	Introduction of Problem/Topic	Literature Review	Methods/Methodology Adopted for the Study	Analysis and Conclusions	Presentation of The Report	Viva-Voce
CO1	20	40	---	---	---	---
CO2	---	---	40	---	---	---
CO3	---	---	---	50	---	---
CO4	---	---	---	---	20	---
CO5	---	---	---	---	---	30

Consolidated Marks Distribution:

Sr. No.	Assessment Criterion	100 marks (External)	50 marks (Internal 4 th Week)	50 marks (Internal End of 8 th Week)	% of weightage
1	Introduction of Problem/Topic	10	10	-	10%
2	Literature Review	20	20	-	20%
3	Methods/Methodology Adopted for the Study	20	20	-	20%
4	Analysis and Conclusions	25	-	25	25%
5	Presentation of The Report	10	-	10	10%
6	Viva-Voce	15	-	15	15%

Project Report Components

Report Format:

The formal Report shall have three parts:

- vii. Prefatory Pages
 - viii. Text Parts
 - ix. Supplementary Parts
- vi. **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

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

No.	Chapter	Sub no.	Title of chapter / sub topic	Page No.
1			Introduction to the Study	
2			Industry profile of (write name of Industry)	
		2.1	Global Scenario	
		2.2	National Scenario	
		2.3	State level Scenario	
		2.4	Major Players according to current trends	
		2.5	PESTEL Analysis	
3			Company Profile of (Write name of the Company)	
		3.1	History and Commencement information	
		3.2	Details about products / services	
		3.3	Major Market share and competitors	
4			Review of Literature	
5			Research Methodology	
		5.1	Problem Statement	
		5.2	Research Objective	
		5.3	Research Design	
		5.4	Sample Design	
			5.4.1 Sampling Method	
			5.4.2 Sample Size	
			5.4.3 Sample Element	
			5.4.4 Sampling Frame	
		5.5	Data Collection Source	
		5.6	Data Collection Method	
		5.7	Instruments and Tools for Analysis	
		5.8	Benefits of the Study	



	5.9	Limitations of the Study	
	5.10	Scope of the Study	
6		Data Analysis	
7		Findings	
8		Conclusion	
9		Recommendations	
10		References:s	
11		Bibliography	
12		Annexure	
	12.1	Questionnaire	
	12.2	Others (if any)	

viii. **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>

Capstone 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.>

MBA (Semester - IV)

Month & Year

March, 2023



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

**Company / Organization Certificate
<on Company's Letterhead >**

Date: __/__/__

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

This is to certify that the below mentioned student(s) of S. R. Luthra Institute of Management has/have successfully completed the **Capstone Project** on "....." at <Name of Company with location > during <Fromto.....>.

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

Sign and Stamp



<Certificate>

Sarvajanik University

S. R. Luthra Institute of Management

I/We hereby declare that the **Capstone Project** titled

“ _____ ” at

_____ (Name of the Company/Organization / Industry) is a result of my/our own work and my/our indebtedness to other work publications, **References:**s, if any, has been duly acknowledged. I/We am aware of the Institute’s Plagiarism Policy and hereby certify that I/we have not violated any guidelines in the course of the preparation of this Report. I/We 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
- 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 CP organization.

