MBA ASSESSMENT GUIDELINES (BOTH CIE AND SEE)

The weightage of Continuous Internal Evaluation (CIE) is 30% and for Semester End Exam (SEE) is 70%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 50% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE and SEE taken together.

Continuous Internal Evaluation:

The CIE will be for 30 Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE. CIE Marks will be based on 30 objective type questions **(MCQ's, Fill in the blanks, one word answer, etc.) from all the Modules. Equal weightage should be given to all the modules.**

Semester End Examination:

The SEE question paper will be set for 70 marks & will have three sections

- **Section-A** consists of 20 objective type questions carrying 1 mark each. All questions are compulsory

- **Section-B** consists of 8 questions carrying 6 marks each. The students will have to answer 5 complete questions

- **Section-C** will be Case Study pertaining to any of the module carrying 20 marks, which is compulsory

Approved

29/7/24

PROGRAMME CO-ORDINATOR
MANAGEMENT
Visvesvaraya Technological University
Centre for Distance and Online Education
MYSURU-570 029

Dr. T. Manjunatha
Professor and Co-Ordinator
Department of MBA
University B.D.T. College of Engineering
DAVANGERE - 577 004.
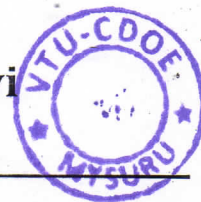
MBA PROJECT WORK GUIDELINES

| Course	OMBAPR404	CIE Marks	30
Teaching Hours/Week (L: P: SDA)	4:0:0	SEE Marks	70
Credits	08	Exam Hours	03

Objective

To expose the students to understand the working of the organization/company/ industry and take up an in-depth study of an issue/problem in the area of specialization.

General guidelines

- Each candidate shall carry out the project work independently as per Scheme of Teaching and Evaluations under the guidance of one of the faculty members of the Department.

- If the project is of inter-disciplinary nature, a co-guide shall be allotted by the University from the other concerned department.

- The topic and title of the dissertation shall be chosen by the candidate in consultation with the guide and co-guide, if any, before the commencement of fourth semester.

- The subject and topic of the dissertation shall be from the major field of studies of the candidate. Modification of only the title but not the field of work may be permitted at the time of final submission of dissertation report during fourth semester.

- The Project Work and Dissertation preparation could be carried out by the students either in their work place/ institution/ any industry/ R&D labs/ business organizations.

- The candidate shall submit a soft copy of the dissertation work to the University. The soft copy shall contain the entire Dissertation on the project work in monolithic form as a PDF file (not separate chapters).

- The Guide, after satisfying himself/herself on the suitability of the dissertation and checking the report for completeness and shall upload the Dissertation along with the name, University Seat Number, address, mobile number of the candidate etc., as prescribed in the form available on online Dissertation evaluation portal.
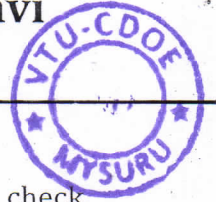
- Once the Guide uploads the dissertation, the same shall be linked for plagiarism check. The allowable plagiarism index shall be less than or equal to 25%. If the check indicates a plagiarism index greater than 25%, he/she shall, resubmit the dissertation to the Registrar (Evaluation)/Regional Centre/ Head Office, VTU along with the penal fees.

- By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee. It is the total responsibility of the internal guide to monitor the freelance project.

- In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization.

- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.

- On completion of the project work, student shall prepare a report with the following format.

  i.   The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size and shall be in the A4 size 1" margin on all the sides (1.5 inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.

  ii.   The report shall have a title sheet with the title of the project, guide details and month & year of admission.

  iii.   A certificate by the guide, Programme Coordinator and the Director indicating the bonafide performance of the project by the student to be enclosed.

  iv.   An undertaking by the student to the effect that the work is independently carried out by him/her.

  v.   The certificate from the organization if applicable (if its Freelance project, certificate is not required and internal guide can issue a certificate for successful completion).
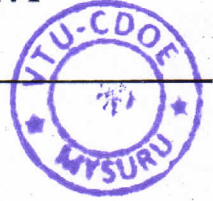
Project Report Evaluation:

- Internal evaluation will be done by the internal guide.

- External valuation shall be done by faculty members of PG centers of VTU and VTU affiliated institutes with minimum of 10 years experience.

- **Viva-Voce / Presentation:** A viva-voce examination shall be conducted online where a student is expected to give a presentation of his/ her work.

- Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.

CONTENTS OF THE INTERNSHIP REPORT

- Cover page

- Certificate from the Organization (scanned copy if applicable)

- Certificate from the Guide, Programme Coordinator (scanned copy) indicating bonafide performance of Project by the student

- Declaration by the student (scanned copy)

- Acknowledgement

- Table of contents

- List of tables and graphs

- Executive summary

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitor's information, SWOT Analysis, Future growth and prospects and Financial Statement.

Chapter 2: Conceptual background and Literature review

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.
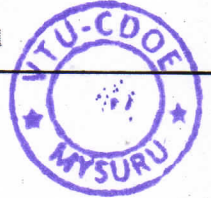
Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

Bibliography: Books, Articles names, etc. to be mentioned as per APA style.

**Annexure:** Relevant to the project such as figures, graphs, photographs etc.,

Rubrics for Project Work (OMBAPR404)

Sl. No.	Evaluation Type	Particulars	Marks
1	CIE	Internal Assessment by the Guide- Based on the Presentations by Students	30
2	SEE	Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation	35
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	35
Total			100

Rubrics for Project Evaluation and Viva voce Examination

A. Internal Assessment by the Guide- Based on three Presentations by Students

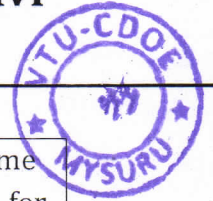| Sl. No.	Aspects	Marks
1	Three Presentations	5
2	Introduction and Methodology	5
3	Industry and Company Profile	5
4	Theoretical background of study	5
5	Data analysis and interpretation	5
6	Summary of findings, suggestions and conclusion	5
	Total	30
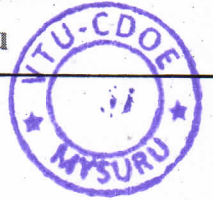
B. Report Evaluation by the Guide & External Examiner

Sl. No.	Aspects	Marks
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	10
5	Summary of findings, suggestions and conclusion	10
Total		35

C. Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl. No.	Aspects	Marks
1	Presentation and Communication Skills	5
2	Subject knowledge	5
3	Objectives of the study and Methodology	5
4	Analysis using statistical tools and statistical packages	10
5	Findings and appropriate suggestions	10
Total		35

Activity Chart to be followed during Project Work

| Activity	Remarks
Identifying the organization and Problem identification	Student individually identifies an organization or identifies problem for his/her study, according to his/her interest.
Problem statement & Research Design	His/ Her interests are discussed with project guides. Discussion with Internal Guide to decide on suitable design for the research
Synopsis Preparation	Preparation of Synopsis* & formulating the objectives
Presentation of Synopsis	The student will present the synopsis with the detailed execution plan to the Internal Guide and Programme Coordinator who will review and may: a. Approve b. Approve with modification or c. Reject for fresh synopsis

Approval Status	The approval status is submitted to Programme Coordinator who will officially give concurrence for the execution of the Project
Understanding Structure, Culture and functions of the organization / Identifying of business problem from the Industry through the literature study	Student should understand products / services and the problems of the organization
Preparation of Research design and Research instrument for data collection	Discussion with the guide for finalization of research design and instrument in his/her domain and present the same to the guide. **(First Presentation)**
Data collection	Date collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. **(Second Presentation)**
Analysis and finalization of report	Students must use appropriate and latest statistical tools and techniques for analyzing the data. **(Third Presentation)**
Submission of Report	Final Report should be submitted to the University before one week of the commencement of theory examination.

*Synopsis of 3-4 pages to be submitted to the Programme Coordinator through the Guide

Page 1	Title, Contact Address of student- with details of Internal and External Guide (if applicable)
Pages 2-4	Short introduction with objectives and summary (300 words), Review of Articles / Literature about the topic with source of information.

Formats for Project Report

- Format of Cover Page
- Format of certificate by Company/Institution or from both
- Format of Declaration Page
- Format of Contents
- Format of List of Tables and Charts
- Format of Bibliography
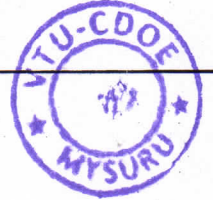
(Title of the Report)

Submitted by

(Student Name)

(USN)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE   **EXTERNAL GUIDE**

(Name & Designation)   (Name & Designation)

(Institute Logo)

Department of Management

VTU's Centre for Distance and Online Education

Mysuru

(Month & Year of submission)

CERTIFICATE

This is to certify that (Name of the Student) bearing USN (xxxx), is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgavi. Project report on "(Title of Report)"is prepared by him/her under the guidance of (Name of the Guide), in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide   **Signature of PC**   **Signature of Director**

DECLARATION

I, (Student Name), hereby declare that the Project report entitled **"(Title)"** with reference to (Organization with place) prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by (External Guide Name, Designation and Organization). I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.
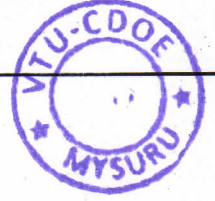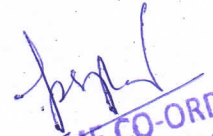
Place: Signature of the Student

Date:

Visvesvaraya Technological University, Belagavi
Centre for Distance and Online Education (CDOE), Mysuru

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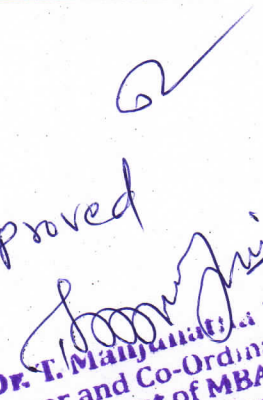
List of Tables

List of Figures/ Charts/ Graphs

Approved

Dr. T. Manjunatha 29/7/24
Professor and Co-Ordinator
Department of MBA
University B.D.T. College of Engineering
DAVANGERE - 577 004,

PROGRAMME CO-ORDINATOR
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