COMPREHENSIVE PROJECT

Semester-III

Objective: The purpose of this course is to enable students to study an industry in its totality and appreciate the use of an integrated approach in understanding the environmental issues and problems.

A group of three to four students are asked to study a specific industry and the major players in that industry in group. The group is required to submit a technical report on concerned industry at the end of Semester. The group will identify the industry and the major companies in that industry for the purpose of study in the beginning of the semester and will start working on it. The report will be prepared by the group and it will be evaluated on the basis of written report, presentation and viva-voce.

Evaluation: Project Report – 60%, Presentation and Viva – 40%

General Model Format for Comprehensive Project

[If project is based on Industry study]

- Title Page
- Preface
- Acknowledgement
- Declaration
- Executive Summary
- Table of Content

Sr. No.	Particulars	Total no. of Pages
1	Introduction about Industry	2 to 3
2	Research Methodology • Objectives of the Study of Product Market Analysis. • Information Needs. • Research Design • Data Collection & Sources. • Primary Survey Sample Plan (If Required). • Survey Technique, Approach & Instrument(S) To Be Used. • Analysis Plan. • Schedule. • Limitations If Any.	2 to 4
	Industry Study	
3	Study of World Market • Global Scenario of Industry • Characteristics of Global Industry. • PEST Analysis of Industry in world Market. • List of Corporate & Countries – Suppliers / Customers. • Global Trends In Production, Consumption, Product Development & Marketing.	5 to 8

4	Study of Indian Market • History of Industry in India • Indian Scenario of Industry • Growth and Evolution of Industry in India	2 to 3
5	Product Profile	2 to 3
6	Demand determination of the Industry • Price • Income of targeted customers • Penetration level • Availability of Finance • Replacement Demand • Promotion Schemes • Excise duty structures	2 to 3
7	Players in the Industry • Number of Players • Market Share of Various Brands/Firms	2 to 3
8	Distribution channel in the Industry	2 to 3
9	Key Issues and Current Trends • Product Quality/Technology • Promotion • Company specific marketing strategies • Segmentation and Positioning • Total Market. • Seasonality Pattern. • Growth Rate Statistics.	2 to 3
10	PESTEL Analysis (depends on nature of study, as per the guide's suggestions) • Import duties on Components and finished goods • Taxes and Levies	5 to 10

	• Non-Tariff Barriers	
	Company Study	
11	Company Information • Introduction and company profile • Growth of the company	5 to 8
12	Product Profile	1 to 3
13	Product Market Description • Define Product • Define Substitute Product And Criteria Of Substitution. • Product History • Product Life Cycle • Application Areas of the Product – Past, Present and End-User Industry.	5 to 10
14	Industry Analysis : Michel Porter's Five Force Model	3 to 6
15	Other Portfolio Modal like BCG (2 × 2) Matrix, GE Nine cell (3 × 3) Matrix, Strategic Group Mapping, Key Success Factors etc.	4 to 6
16	Financial Analysis of Chosen Industry • ROI • DuPont Analysis • Leverage Analysis • Working Capital Management Analysis • Any other Financial Analysis	10 to 15
17	OT Analysis	2 to 3
18	Problems Identification, Problems Analysis and Remedial Measures	5 to 10
19	Future Outlook/Conclusion/Suggestion	5 to 10
20	Annexure & Bibliography	

(No. of pages suggested above are a part of model guidelines & they may increase / decrease, depending on the scope of the research work and guidance of faculty guide)

SPECIFICATIONS FOR COMPREHENSIVE REPORT (For Semester- III & IV)

1	Paper Size	A4
2	Margins	Left Side - 1.5 cm Right Side - 1 cm Top - 1 cm Bottom - 1 cm
3	Line Spacing	Single Lines
4	Paragraph Spacing	Double Lines
5	Page Numbers	At bottom – Align to the right
6	Font Type	Times New Roman
7	Font Size (FS)	For normal – 12
8	Bold / Italic / Underline	Should be used for specific purposes only
9	Alignment	Page Justify
10	Heading	Upper case, Bold, Centre, FS – 14
11	Subhead	Bold, Left Aligned, FS- 12, No Colon (:)
12	Tables/ Graphs/ Diagrams	Title, No. and Source
13	Borders / Shades	No Borders
14	Headers , Footers	Header and Footer shall consist of university name, institute name and batch respectively.
15	Word Breaking	No word Breaking
16	Chapter Name	On Separate Page – Before the start of the Chapter Centre Aligned on the Page No page Numbers on it Next page start the Chapter – do not repeat the title on the next page
17	Report Binding (Semester IV only)	Hard Bound Cover – Black or Blue Plastic coated Writing –Golden colour only

18	Copies of the Report (Semester III)	**Hard : Total 2 Copy** For Institute – 01 (Spiral Binding) For Student – 01 (Spiral Binding) **Soft : 01 Copy** CD should have following information in Word format: Name of the Student Enrollment No. CP Title Year Guide Name
19	Copies of the Report (Semester IV)	**Hard : Total 2 Copy** For Institute – 01 (Hard Binding –Black or Blue) For Student – 01 (Spiral) (Optional) **Soft : 01 Copy** CD should have following information: Name of the Student Enrollment No. CP Title Year Guide Name