Semester-IV

Objective: The purpose of this course is to enable the students to study in-depth at least one specific issue related to any of the courses of study.

The group consisting of three to four students will identify the project from the following topics in the beginning of the semester and will prepare detailed synopsis of the research project study.

1. Comprehensive case study of Industry or segment
2. Organizational study aimed at inter-organizational comparison/validation of theory/survey of management practices with reference to particular industry.
3. Field study (empirical study) with respect to any research issue.
4. Feasibility Study as Comprehensive Project.

The project may be based on primary data or secondary data depending upon the nature of the topic and the research design. The project 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 Research]

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

Sr. No.	Particulars	Total no. of Pages
	PART – I GENERAL INFORMATION	
1	About the Company / Industry / Sector Overview of World Market Overview of Indian / Gujarat Market Growth of the Company / industry / Sector	1 to 15
2	About major Companies in the Industry	4 to 8
3	Product Profile (Major Products)	2 to 6
	PART – II PRIMARY STUDY	
4	Introduction of the Study 4.1 Literature Review 4.2 Background of the Study 4.3 Problem Statement /Rationale / of the Study 4.4 Objectives of the Study 4.5 Hypothesis 4.6 Limitation of the Study	 4 to 6 1 to 2 1 to 2 Up to 1 Up to 3 Up to 2

5	Research Methodology 5.1 Research Design 5.2 Source/s of Data 5.3 Data Collection Method	8 to 15
	5.4 Population 5.5 Sampling Method 5.6 Sampling Frame 5.7 Date Collection Instrument	
6	Data Collection Work to be commenced in Sem. III and continue in Sem-IV also.	
7	Data Analysis and Interpretation	30 to 50
8	Results and Findings	2 to 6
9	Conclusion/Suggestions	1 to 4
10	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)

General Model Format for Comprehensive Project

[If CP is based on a feasibility study]

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

Sr. No.	Particulars
	PART – I Industry Study
1	Growth and Evolution of Industry in India
2	Product Profile (Major Products)
3	Players in the Industry
4	Demand determination of the Industry
5	Future Prospects
	PART – II Feasibility Study
6	Introduction
7	Marketing Feasibility
8	Technical Feasibility
9	Financial Feasibility
10	Human Resource Requirement
11	Conclusion (Overall Viability)
12	Annexure & Bibliography

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