

Shivaji University, Kolhapur

MBA: Distance

Course: MBA Project Report (Summer Internship Project)

- I. Course Title: MBA Project & Vice voce
- II. Course Code:
- III. Credits:
- IV. Duration: Minimum 50 days' implant training.

Course Description:

This course is designed to provide MBA students with hands-on experience in a real-world business environment during the summer break. Students will engage in an internship project with a host organization, gaining practical insights into various aspects of business management. The course aims to bridge the gap between theoretical knowledge and practical application, fostering the development of key skills necessary for success in the business world.

Learning Objectives:

- To apply theoretical knowledge gained in MBA coursework to real-world business challenges.
- To develop and enhance practical skills related to project management, problem-solving, and decision-making.
- To gain exposure to the day-to-day operations of a business and understand the interplay of different functional areas.
- To strengthen communication and interpersonal skills through interaction with professionals in the field.
- To critically reflect on the internship experience and its implications for future career development.

Course Outcomes:

- CO1: Summarize the management problem
- CO2: Design research methodology for a research problem
- CO3: Analyse data using statistical tools
- CO4: Prepare plan of implementation on given suggestions.

UNIT 1: Introduction to Project Method

- Background of the Project Method: need, objectives and nature
- Rationale for Project Method
- Purpose of the Project Method
- Significance of Selecting a Relevant Project
- Outcome of Project Method

UNIT 2: Selection of project, Scope and Methodology

2.1 Selection of Project

Identifying Areas of Interest

Aligning with Career Goals

2.2 Scope of Work

Defining Project Objectives

Project Deliverables

2.3 Methodology for different types of projects

Planning of Project

Market Research and Analysis

Financial Analysis and Planning

Operations Management Project

Projects in Human Resources Management

Projects in Entrepreneurship

IT and Technology Management Projects

Social Impact Projects

International Business Projects

UNIT 3: Preparation of Project Report

Cover Page and Title

Executive Summary

Introduction and Background

Organization/ Industry Profile

Research Methodology

Data Collection and Analysis

Findings and Recommendations

Conclusion

Annexures to Project

Writing scientific references and or bibliography.

UNIT 4: Project Presentation and Viva

4.1 Project Presentation

Structuring the Presentation

Discuss the ideal structure of a project presentation, including an introduction, methodology, findings, and conclusions.

Guidance on maintaining a logical flow and engaging the audience.

Effective Use of Visuals

4.2 Preparing for Viva

Guide on anticipating potential questions from the evaluation panel.

Discuss strategies for preparing well-thought-out responses to questions.

Emphasize the importance of presenting with confidence and professionalism during the viva.

Provide tips on maintaining composure and articulating ideas effectively