



MINI PROJECT

23MBNM625

(COURSE HANDBOOK)

MBA

PROJECT CO-ORDINATOR: Mr. Pradeep Kumar B R

1. GENERAL INFORMATION

Introduction to Mini Project

A mini project is a short-term, practical assignment that enables students to apply theoretical concepts learned in the classroom to real-world situations. It allows them to bridge the gap between academic learning and real time practices. Through field visits, interviews, and data collection, students gain insights into how small businesses and other entities function, the issues they face in a competitive environment, and potential areas for improvement or innovation. Such projects not only enhance practical understanding but also foster entrepreneurial thinking and problem-solving skills among students. Additionally, mini project work provides an opportunity to explore real business challenges, enhance decision-making abilities, and apply strategic frameworks in dynamic environments.

1.1. Course Objectives

This course is designed to:

- Provide experiential learning opportunities for the students.
- Impart the skills to relate the regulations governing the entity.
- Acquaint the students to strategic thinking by providing exposure to entity.
- Provide insights to analyze the opportunities and challenges faced by the entity.

1.2. Course Outcomes

CO1: Summarize the objectives of the entity.

CO2: Relate the regulations governing the entity.

CO3: Analyze the opportunities available in the field.

CO4: Analyze the challenges faced by the entity.

2. THE COURSE

2.1. Course Description

MINI PROJECT WORK			
Semester	IV	CIE Marks	100
Course Code	23MBNM625	SEE Marks	-
Teaching Hours/Week (L:T:P)	0:0:2	Exam Hrs	-
Credits	-		

This mini project is meant for the MBA students and is to be undertaken in groups. The mini project will run through the entire fourth semester and the presentation and report submission at the end of the fourth semester. This Mini project work is assessed entirely through Continuous Internal Evaluation (CIE) for 100 marks, with no Semester End Examination (SEE). The CIE includes presentation as well as report evaluation by the internal guide.

The group can choose any independent entity to do the mini project. These could be small/tiny business units/ NGOs/ government departments/ Panchayat institutions/ co-operatives/ family run micro units. Ideally the student should try to spend as much time

with the key person in the organization. This phase will help to master skills and equip students to face real world problems.

The group will meet people from the respective entity during the allocated hours in the time table. No separate hours earmarked in the schedule for these meetings. They should get time to spend with the CEO or any main person who is in a General Manager's position. This structured approach fosters a deep understanding of respective entities, their challenges and problem-solving strategies.

2.2. Initiating Contact with Staff

Each group is assigned a faculty member (internal guide) to provide support for their mini project work. Groups collaborate closely with their guide, regularly updating them on their progress. The guide ensures the appropriateness of the data collection methods and analysis of data. Students actively engage with their guide throughout this phase to validate their results.

2.3. Staff

Course Convener: Mr. Pradeep Kumar B R

Cabin: 3rd floor, PG Block

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2.4. Contents for Mini Project work

Chapter 1: Introduction and Objectives of the entity

Introduction to the mini project and explanation on the primary objectives of the business entity. The role of the entity's objectives in guiding decision-making and long-term sustainability efforts.

Chapter 2: Ownership Pattern

Overview of the ownership pattern and structure. Analysis of different management roles. Discussion on concentration of ownership and potential effects on governance.

Chapter 3: Regulations governing the business entity

Description of the legal framework applicable to the entity. Key regulatory requirements affecting operations, governance, and reporting. Impact of regulation on the entity's strategic and operational decisions.

Chapter 4: Opportunities for growth and future expansion

Identification of current status, growth prospects and emerging trends. Exploration of expansion/diversification strategies. Analysis of dynamic factors influencing timing and scale in growth. Consideration of technological, economic, and competitive opportunities enabling future growth.

Chapter 5: Challenges faced and resources required for overcoming the challenges.

Outline of internal and external challenges. Assessment of resource needs to address challenges, including human capital, technology, and financing. Discussion on strategic responses and change management approaches to overcome challenges. The importance of leadership, education, and global management capabilities in overcoming the challenges faced.

Annexure (All the relevant information to be documented here)

Reports, Financial statements, Data tabulation, Statistical test working.

Bibliography.

3. ASSESSMENT

This Mini project work is assessed entirely through Continuous Internal Evaluation (CIE) for 100 marks, with no Semester End Examination (SEE). The assessment for the Project work (CIE) is divided into two components: Presentation and Internal Report, each accounting for 50% of the total marks.

Rubrics for Mini Project work

Evaluation type	Particulars		Total
CIE	Presentation	50	100
	Internal Report Evaluation	50	