



# **PROJECT WORK (PHASE 1 & 2)** **23MBSE615 & 23MBSE624**

**(COURSE HANDBOOK)**

**MBA**

**PROJECT CO-ORDINATOR: Ms. Verina D'Souza**

# **1. GENERAL INFORMATION**

## **Introduction to Project work**

Project work plays a crucial role in shaping MBA students into competent professionals. It allows them to bridge the gap between academic learning and industry practices. By engaging in research, students develop analytical and problem-solving skills that are essential in managerial roles. Additionally, project work provides an opportunity to explore real business challenges, enhance decision-making abilities, and apply strategic frameworks in dynamic environments. The hands-on experience gained through project work helps students build confidence and prepares them for leadership roles in their careers.

Project work is an essential component of the MBA curriculum, aimed at enhancing students' research capabilities, strategic thinking, and problem-solving skills. It provides an opportunity to apply theoretical knowledge to real-world business scenarios, analyze data, and derive meaningful insights. The project work is conducted in two phases:

- **Phase 1** (3rd Semester) focuses on problem formulation, literature review, and research design.
- **Phase 2** (4th Semester) involves data analysis, interpretation, and deriving conclusions.

### **1.1. Course Objectives**

This course is designed to:

- Develop the research skills.
- Impart the skills of problem-solving and decision making
- Acquaint the students with strategic thinking by giving them exposure to organizations.

### **1.2. Course Outcomes**

**CO1:** Summarize the concept of Research Methodology and Research Design.

**CO2:** Apply the theoretical frameworks to real-world scenarios.

**CO3:** Apply findings to address business problems confronted by the organization.

## 2. THE COURSE

### 2.1. Course Description

PROJECT WORK - PHASE 1			
Semester	<b>III</b>	CIE Marks	<b>100</b>
Course Code	<b>23MBSE615</b>	SEE Marks	<b>-</b>
Teaching Hours/Week (L:T:P)	<b>0:0:4</b>	Exam Hrs	<b>-</b>
Credits	<b>02</b>		

In Phase 1, students will identify the research problem, objectives and conduct a comprehensive literature review on the given topic. This phase of the project work is assessed entirely through Continuous Internal Evaluation (CIE) for 100 marks, with no Semester End Examination (SEE). Students will formulate the research design employed in the study. The CIE includes presentation as well as report evaluation by the internal guide. This project work aims to provide students with practical experience in preparing them for Phase 2.

PROJECT WORK - PHASE 2			
Semester	<b>IV</b>	CIE Marks	<b>50</b>
Course Code	<b>23MBSE624</b>	SEE Marks	<b>50</b>
Teaching Hours/Week (L:T:P)	<b>0:0:8</b>	Exam Hrs	<b>03</b>
Credits	<b>04</b>		

In this phase, students will tackle real-world organizational challenges, applying and analysing data with statistical tools to derive meaningful insights and solutions. The students will work on this phase throughout the 4th semester and will produce a report that undergoes critical evaluation. Every report undergoes a plagiarism check to authenticate the originality of the content. This phase will help to master skills and equip students to contribute to organizational success in an ever-evolving business landscape.

Phase 2, a 4-credit course, is assessed through 50-marks Continuous Internal Evaluation (CIE) and 50-marks Semester-End Examination (SEE), which includes a viva voce conducted by an external examiner from a reputed institute. This structured approach fosters a deep understanding of research methodology and business problem-solving strategies.

### 2.2. Initiating Contact with Staff and Other Students

Each student is assigned a faculty member (internal guide) to provide support for their project work. Students collaborate closely with their guide, regularly updating them on their progress. Phase 1 culminates in a synopsis presentation, which the guide evaluates as part of the Continuous Internal Evaluation (CIE). In Phase 2, students focus on data collection, analysis, and interpretation. The guide ensures the appropriateness of the data collection methods and analysis techniques. Students actively engage with their guide throughout this phase to validate their results.

### 2.3. Resources

Resources go beyond just books—they include dynamic tools like digital libraries, e-learning platforms, and research databases. These modern learning environments offer anytime, anywhere access to academic materials, interactive courses, and cutting-edge research, empowering students to explore knowledge and excel in their fields.

Students can access a variety of resources through the college website. These include the VTU Consortium, e-learning platforms, and additional sources like open-access repositories, government portals (e.g., NPTEL, NDLI), and these digital tools provide access to e-books, research papers, video lectures, and interactive tutorials, offering flexible and comprehensive learning environments.

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

### 2.4. Staff

Course Convenor: Ms. Verina D'Souza  
Cabin: 3<sup>rd</sup> floor, PG Block  
Email: verina@mite.ac.in

### 2.5. Contents for Project work

<b>Phase 1</b>
<b>Chapter 1: Problem Formulation</b>
Problem Statement, Title formulation, Research objectives, Need and Scope of the Study.
<b>Chapter 2: Literature review</b>
Literature review with research gap (with minimum 30 literature reviews from SCOPUS/Copernicus/ABDC)
<b>Chapter 3: Research Design</b>
Nature of Study, Population, Sample Size. Sampling Technique, Hypotheses formulation with justification, Data collection methods, Research instrument, Chapter scheme.
<b>Chapter 4: Research Outcomes</b>
Expected Outcomes, Conclusion.
Annexure: Questionnaire, Bibliography.
<b>Phase 2</b>
<b>Chapter 1: Data Analysis and interpretation</b>
Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by using the statistical tools must be included.
<b>Chapter 2: Findings, Suggestions, Conclusion</b>
Summary of findings, and Suggestions/Recommendations, Scope for Future Research, Theoretical and Managerial implications, Conclusion.
<b>Annexure</b>
Data tabulation (coding of values), Statistical test working. Bibliography, Plagiarism test and result.

### 3. ASSESSMENT

The assessment for the Project work is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

**Phase 1-** Comprises of problem identification and synopsis preparation during 3<sup>rd</sup> semester spanning 4 hours per week. The progress of student's work will be assessed through presentations and report valuation as a part of Continuous Internal Evaluation (CIE). The total marks allotted for Phase 1 is 100.

**Phase 2 -** It comprises of data analysis, interpretation and inferences. Spanning 8 hours per week during 4th semester, students work will be assessed through report valuation and viva voce conducted by an external examiner. Total marks constitute Continuous Internal Evaluation 50 marks (CIE) and Semester End Evaluation (SEE) 50 marks.

Students are expected to adhere to deadlines and submit reports on time. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG ODD/Even Sem).

#### Rubrics for Project work

##### Phase 1:

Evaluation type	Particulars		Total
CIE	Presentation	50	100
	Synopsis - Report Evaluation	50	

##### Phase 2:

Evaluation type	Particulars		Total
CIE	Presentation	25	50
	Internal Report Evaluation	25	
SEE	External Report Evaluation	25	50
	Viva Voce	25	