

<b>GANPAT UNIVERSITY</b>										
<b>FACULTY OF MANAGEMENT STUDIES</b>										
Programme		MBA				Branch/Spec.		Tech MBA (MBA Technology Management)		
Semester		IV				Version		2.0.0.0		
Effective from Academic Year			2025-26			Effective for the Batch admitted in			January 2025	
Course Code		IVA02CPR		Course Name			<b>Capstone Project</b>			
Teaching Scheme						Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	16	0	0		16	Theory		100	100	
Hours	16	0	0		16	Practical				
Pre-requisites										
Course Outcomes										
On successful completion of the course, the students will be able to:										
CO1	Identify and define a critical industry-specific problem through collaborative analysis and structured problem formulation.									
CO2	Design an appropriate research framework by selecting suitable primary and/or secondary research methodologies.									
CO3	Collect, analyze, and interpret relevant data using appropriate analytical tools to derive meaningful insights.									
CO4	Develop strategic, evidence-based recommendations and present findings through a professional technical report and executive-level presentation.									
Theory Syllabus										
Unit	Content								Hrs.	
1	<p>A collaborative group of two to three students is required to undertake a rigorous, industry-specific problem-solving research engagement that addresses a critical gap in the technology management domain. The group is required to submit a comprehensive technical report at the conclusion of the semester. The process begins with the preparation of a detailed synopsis of the study, which outlines the problem statement, scope, and objectives; this synopsis must be reviewed and approved by the faculty mentor and/or industry guide at the beginning of the term.</p> <p>The group will be required to study in-depth at least one specific strategic issue related to any of the topics such as Digital Transformation, Operations Strategy, Fintech, or Supply Chain Innovation within their respective chosen industry. The group will identify the issue through preliminary analysis and will prepare a detailed roadmap for the research project study. The research problem on the issue may be based on primary data (surveys, interviews with industry experts, focus groups) or robust secondary data (industry reports, financial statements, case studies) depending upon the nature of the topic and the approved research design.</p> <p>The students must apply management frameworks to analyze the data, assessing the financial, operational, and strategic implications of their findings. The project will be evaluated on the basis of a structured written dissertation, a formal presentation summarizing the findings and recommendations, and a comprehensive viva-voce examination to test the students' grasp of the subject matter and their analytical logic.</p>								16	
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Practical, assignments and tutorials are based on above syllabus.										
Text Books										
1	Business Research Methods by Donald R. Cooper and Pamela S. Schindler									
Reference Books										

1	Research Methods for Business Students by Mark Saunders, Philip Lewis, and Adrian Thornhill
2	The Pyramid Principle: Logic in Writing and Thinking by Barbara Minto
3	The McKinsey Way: Using the Techniques of the World's Top Strategic Consultants to Help You and Your Business by Ethan M. Rasiel
4	Case Study Research and Applications: Design and Methods by Robert K. Yin
5	Research Methodology: Methods and Techniques by C.R. Kothari
6	Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic
7	HBR Guide to Better Business Writing by Bryan A. Garner
ICT/MOOCs Reference	
1	Coursera: Applied Data Science Capstone — IBM
2	Udemy: Business Analytics Capstone Project Bootcamp

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
CO1	3	3	2	3	2	1	2	2	3	3	2	1
CO2	3	3	2	2	2	1	2	2	3	3	3	1
CO3	3	2	2	2	2	2	2	2	3	3	3	1
CO4	3	2	3	2	3	2	2	1	3	3	3	2