

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT)

DUAL DEGREE PROGRAMME

Year – V (Semester – IX) (W.E.F. December 2015)

Subject Code: 4190505

Subject Name: Seminar

1. Course objective :

Most efforts to date have focused on improving courses once they are already underway, this syllabus of seminar will focus especially on course creation, offering a benchmark for the best practices of course design, and ultimately providing a model for faculty as well as for graduate students.

Conduction of course

1. The big picture – A detailed overview to be presented to the students by the concerned faculty regarding the subject, its usefulness, requirement and other important aspects related with it.
2. Selection of topic - This will be a crucial step in this subject. The faculty members will have to pay complete attention and accuracy at the time of selecting the topic/s for seminar. The topics should be based on the current scenario in business and the future goals of the students. The topic of Report-1 should be based on current trends in business and industry, and the Topic for Report-2 should be based on the student's chosen specialization. However, it should not be vague like 'Working Capital Management' or 'Ratio Analysis'. Rather, the topic should be carefully drafted, outcome-based.
3. Division of subject – There will be two topics which will be selected by the students throughout the semester depending upon the chosen specialization and the current trends in business and industry.
4. Preparation of the topic selected – Each and every student will have to prepare separate minor reports on selected topics, which will be checked with suggested revisions by the internal faculty. At the end of the semester, each and every student will have to present two Reports, each Report of at least 25 pages on the selected two topics. The report will be checked with suggested revisions by the internal faculty, and if any corrections are required it should also be suggested. The pattern of preparing the report will be same as suggested by the university in semester – 7, unless otherwise communicated by GTU.
5. Division of marks – Both the projects will be having the same weightage i.e. 50 marks for one Report (100 marks for two Reports).

6. Seminar (Final presentation) – The students will be required to present seminar on the selected topics in presence of external expert. The total marks of this presentation will be 50 marks for two selected topics.
7. Continuous evolution - 50 marks will be given by internal faculty who are given the responsibility to evaluate, monitor and sign the Project Reports verifying that a student has prepared the project and it is in line with the guidelines suggested by the university.

MARKING PATTERN FOR SEMINAR PROJECT ON SPECILIZATION

SR. NO.	PARTICULAR	MARKS
1.	Preparation of project on specialization. Project will be evaluated by external experts appointed by university	25 MARKS
2	Viva will be conducted on specialization project. Viva will be conducted by external experts appointed by university.	25 MARKS
3.	Total marks for project on specialization	50 MARKS

- **MARKING PATTERN FOR SEMINAR PROJECT ON CURRENT BUSINESS TREND IN BUSINESS AND INDUSTRY**

SR. NO.	PARTICULAR	MARKS
1.	Preparation of project on current business trend in business and industry. Project will be evaluated by external experts appointed by university	25 MARKS

2	Viva will be conducted on current business trend and industry project. Viva will be conducted by external experts appointed by university.	25 MARKS
3.	Total marks for project on current business trends in industry and trade.	50 MARKS