

**P.G. Diploma in
Retail Management**

Prospectus No.20121521

**संत गाडगे बाबा अमरावती विद्यापीठ
SANT GADGE BABA AMRAVATI UNIVERSITY**

**वाणिज्य विद्याशाखा
(FACULTY OF COMMERCE)**

**PROSPECTUS
OF
POST GRADUATE DIPLOMA IN
RETAIL MANAGEMENT
SEMESTER - I EXAM. WINTER 2012
SEMESTER - II EXAM. SUMMER 2013**



2012

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INDEX

Sr.No.	Subject Code No.	Subject	Page No.
1.		Special Note for information of the students	1
2.		Pattern of Question paper	2
3.		Direction NO. 36 of 2010	3
		Semester- I	
4.	101	Retail Management - I	11
5.	102	Sales & Distribution Management	12
6.	103	Consumer Behaviour	13
7.	104	Communication Skills	14
		Semester - II	
8.	201	Retail Management-II	14
9.	202	Supply Chain Management	15
10.	203	Fundamentals of Information Technology	16
11.	204	Project	16

SANT GADGE BABA AMRAVATI UNIVERSITY
SPECIAL NOTE FOR INFORMATION OF THE STUDENTS

(1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects, papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.

(2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc. refer the University Ordinance Booklet the various conditions/provisions pertaining to examinations as prescribed in the following Ordinances-

Ordinance No. 1	:	Enrolment of Students.
Ordinance No.2	:	Admission of Students
Ordinance No. 4	:	National Cadet Corps
Ordinance No. 6	:	Examination in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of defficiency of marks in a subject in all the faculties prescribed by the Statute NO.18, Ordinance 2001.
Ordinance No.9	:	Conduct of Examinations (Relevant extracts)

Ordinance No.10	:	Providing for Exemptions and Compartments
Ordinance No. 19	:	Admission of Candidates to Degrees
Ordinance No.109	:	Recording of a change of name of a University Student in the records of the University
Ordinance No. 6/2008	:	For improvement of Division
Ordinance No.19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.

Dineshkumar Joshi
Registrar

Sant Gadge Baba Amravati University

PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM.

The pattern of question paper as per unit system will be broadly based on the following pattern :-

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60
- (5) Each short answer type question shall contain 4 to 8 short sub question with no internal choice.

DIRECTION

No. 36/2010

Date : 24/6/2010

Subject : **Scheme of examination and other provisions for the examinations leading to the P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management in the faculty of Commerce.**

Whereas, the Govt. of Maharashtra Ministry of Higher and Technical Education Dept. Mumbai has granted the permission to start the P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management in the affiliated colleges of the University vide its G.R. Nos. एनजीसी-२००८/(२७५/०८) मशि-३, दिनांक १२/८/२००८, एनजीसी-२००९/(१६९/०९) मशि-४, दिनांक ११ जुलै, २००९ and एनजीसी-२००९/(१६९/०९) मशि-४, दिनांक १४ जुलै, २००९

AND

Whereas, the Academic Council has resolved to accept the Scheme of Examination, Eligibility criteria and other details provisions for the P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management in its meeting held on 28/5/2010 vide item No. 48 R-2, R-3, R-4 & R-5.

AND

Whereas, the Academic Council has resolved to refer the matter to the Ordinance Committee for preparing the Ordinance/Regulation for the said P.G.Diploma courses.

AND

Whereas, the Academic Council has resolved to accept the syllabi for P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management to be implemented from the academic session 2010-11.

AND

Whereas, the Scheme of Examination, Eligibility criteria and Syllabi is to be made available for the said courses from the academic session 2010-11.

AND

Whereas, the admissions for the P.G. Diploma in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management in the faculty of Commerce are to be made in the Academic Session 2010-11.

AND

Whereas, Examinations leading to the P.G. Diploma in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management in the faculty of Commerce are to be conducted in Winter-2010.

AND

Whereas, the matter of Scheme of Examination, Eligibility criteria and other detail provisions is required to be regulated by an Ordinance, and making Ordinance is time consuming process.

Now, therefore I, Dr. Kamal Singh, Vice-Chancellor, Sant Gadge Baba Amravati University, Amravati in exercise of the powers conferred upon me under section (8) of section 14 of the Maharashtra Universities Act, 1994, do hereby direct as under-

- i) This Direction may be called, "Examinations leading to the P.G.Diploma in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management (Semester Pattern) (One Year Course) in the faculty of Commerce, Direction, 2010.
 - ii) This direction shall come into force from the academic session 2010-11.
 - iii) The Eligibility criteria for admissions, other detail provisions related to examinations and scheme of examinations for the P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management shall be as given below-
1. The examinations of the P.G.Diploma courses in Computer Management, Hospital Management, Retail Management, and Insurance and Risk Management shall be held Semester wise at such places and on such dates as may be appointed by the Board of Examinations.
 2.
 - i) An applicant for admission to the Semester-I examination shall have -
obtained a Bachelor's degree of this University in any faculty or of any other Statutory University whose Degree is recognized as equivalent thereto by Sant Gadge Baba Amravati University.
 - ii) The applicant for Semester-II course shall have been the regular students of Semester-I course.
 3. Without prejudice to the other provisions of Ordinance No.6 relating to the examinations in general, the provisions of paragraphs 5,8,10,27 and 32 of the said ordinance shall apply to every collegiate candidates.
 4. The duration of these courses shall be of one year into two semesters.
 5. The medium of instructions for these courses shall be English.
 6. The P.G. Diploma courses shall be of two Semesters. Each semesters consisting of theory papers and Practical/Project carrying 100 marks each.

7. The fees for the examinations shall be as prescribed by the University from time to time.
8. An applicant for the examination prosecuting a regular course of study to the P.G.Diploma course shall not seek admission to any other academic courses in this or any other University.
9. The Sessional/Internal marks shall be awarded by the Head of the College/Department in consultation with the teachers as per the scheme provided under the scheme of examinations of the respective courses.
10. The scope of the subjects shall be as indicated in the syllabus.
11. The scope of papers and detail scheme of examinations for theory/ Practical/Project shall be as indicated in Annexure-A (for P.G.Diploma in Computer Management), Annexure-B(for P.G.Diploma in Hospital Management), Annexure-C (for P.G.Diploma in Retail Management), and Annexure-D (for P.G.Diploma in Insurance and Risk Management) respectively.
12. An examinees who will unsuccessful at the examinations shall be eligible for admission to the examinations on payment of a fresh fee prescribed for the examinations together with an ex-student fee shall be as per Ordinance No.12 and on compliance with the conditions of the Ordinance in force from time to time.
13. An examinee who has failed at the Sessional/Practical/Project examinations only shall be required to register himself afresh for doing the Sessional/Practical/Project work again in the College/ Department concerned in the subject or subjects in which he so failed, on payment of a fresh examination fee shall be as per Ordinance No.12. The Head of the Department/College, shall, on being satisfied about the completion of the Sessional/Practical/ Project of such a candidate, send the fresh Sessional/Practical/ Project marks to the University and these fresh Sessional/ Practical/Project marks shall be taken into consideration for computing his result at the examination.
14. Successful examinees obtaining 60% or more marks in the aggregate at the examination shall be placed in the First Division and those obtaining less than 60% but not less than 50% in the second division.
15. The provisions of Ordinance No.18 of 2001 shall be applicable to the examinees of this course.
16. No persons shall be admitted to this examinations if he has already passed the same examination or an equivalent examination of any other Statutory University.
17. A successful examinee shall receive a P.G.Diploma in the prescribed form, signed by the Vice-Chancellor.

**SCHEME OF EXAMINATION
P. G. DIPLOMA IN COMPUTER MANAGEMENT
SEMESTER-I**

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
101	Principles of Management	3	Theory Sessional	80 20	40 10	4
102	Computer Fundamentals & Operating System	3	Theory Sessional	80 20	40 10	4
103	Object Oriented Programming	3	Theory Sessional	80 20	40 10	4
104	Practical	-	Practical	100	50	4

SEMESTER-II

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
201	Management Information System	3	Theory Sessional	80 20	40 10	4
202	Web Page Designing	3	Theory Sessional	80 20	40 10	4
203	E-Commerce	3	Theory Sessional	80 20	40 10	4
204	Practical	-	Practical	100	50	4

Scheme for Sessional Marks

1.	Two Class Room Test (5 Marks each)–	10 Marks
2.	Home Assignment	– 05 Marks
3.	Seminar	– 05 Marks
	Total	– 20 Marks

Scheme of Practical Examination

Division of marks for Practical

Record preparation	–	20 Marks
Practical	–	40 Marks
Paper	–	20 Marks
Viva	–	20 Marks
	Total	- 100 Marks

Evaluation of the practical work is based on Internal and External examiners. The final marks will be allotted as the average of marks given by the both examiners.

Annexure-B**P.G. DIPLOMA IN HOSPITAL MANAGEMENT****SEMESTER-I**

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
101	Hospital Planning & Administration	3	Theory Sessional	80 20	40 10	4
102	Health Care & Management of Services	3	Theory Sessional	80 20	40 10	4
103	Human Resource Management & Organizational Behavior	3	Theory Sessional	80 20	40 10	4
104	Computer Fundamentals & Software Related to Hospital	3	Theory Sessional	80 20	40 10	4

SEMESTER-II

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
201	Material Management & Financial Control	3	Theory Sessional	80 20	40 10	4
202	Medical Terminology and Procedure	3	Theory Sessional	80 20	40 10	4
203	Laws Related to Hospital & Medical Services	3	Theory Sessional	80 20	40 10	4
204	Project Report	-	--	100	50	4

**Scheme for Internal Marks
For 20 Marks**

1.	2 Class Room Test (5 Mark each)	—	10
2.	Home Assignment	—	05
3.	Seminar	—	05
	Total marks	—	20

Scheme of Project Report

Every student will complete the project report at the end of Semester-II and submit its report to the Director/Principal of the Institute/College before 31st March of the year under the guidance of faculty member, who will act as the supervisor for the project. The total marks for project report shall be 100. Evaluation of the project report will be based on average of marks awarded independently by both internal & external examiners that will be as follows.

Project evaluation 70 marks and project viva 30 marks. A candidate must acquire minimum 50 marks in the project for passing in the project report

Annexure-C**P.G. DIPLOMA IN RETAIL MANAGEMENT****SEMESTER-I**

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
101	Retail Management- I	3	Theory Sessional	80 20	40 10	4
102	Sales & Distribution Management	3	Theory Sessional	80 20	40 10	4
103	Consumer Behaviour	3	Theory Sessional	80 20	40 10	4
104	Communication Skills	3	Theory Sessional	80 20	40 10	4

SEMESTER-II

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
201	Retail Management- II	3	Theory Sessional	80 20	40 10	4
202	Supply Chain Management	3	Theory Sessional	80 20	40 10	4
203	Fundamentals of Information Technology	3	Theory Sessional	80 20	40 10	4
204	Project	-	--	100	50	4

Scheme for Internal Marks

1.	Two Class Room Test (5 Marks each)....	10 Marks
2.	Home Assignment	05 Marks
3.	Seminar	05 Marks
	Total	20 Marks

Scheme of Project Report

Every student will complete the project report at the end of Semester-II and submit its report to the Director/Principal of the Institute/College under the guidance of faculty member, who will act as the supervisor for the project. The total marks for project report shall be 100. Evaluation of the project report will be based on average of marks awarded independently by both internal & external examiners that will be as follows.

Project evaluation 70 marks and project viva 30 marks. A candidate must acquire minimum 50 marks in the project for passing in the project report

Annexure-D

P.G DIPLOMA IN INSURANCE AND RISK MANAGEMENT

SEMESTER-I

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
101	Principles and Practice of Life & General Insurance-I	3	Theory Sessional	80 20	40 10	4
102	Risk Management	3	Theory Sessional	80 20	40 10	4
103	Fire and Marine Insurance	3	Theory Sessional	80 20	40 10	4
104	Investment Management	3	Theory Sessional	80 20	40 10	4

SEMESTER-II

Subject Code	Subject title	Duration of exam. hours	Theory/ Sessional	Max. Marks	Minimum Passing Marks	Periods Per Week
201	Principles and Practice of Life & General Insurance - II	3	Theory Sessional	80 20	40 10	4
202	Marketing of Financial Services	3	Theory Sessional	80 20	40 10	4
203	Engineering, Agricultural & Misc. Insurance	3	Theory Sessional	80 20	40 10	4
204	Project Report	-	--	100	50	4

Scheme for Internal Marks-

(For 20 Marks)

1.	2 Class Room Test (5 Mark each)	—	10
2.	Home Assignment	—	05
3.	Seminar	—	05

Total marks			— 20

Scheme of Project Report

Every student will complete the project report at the end of Semester-II and submit its report to the Director/Principal of the Institute/College under the guidance of faculty member, who will act as the supervisor for the project. The total marks for project report shall be 100. Evaluation of the project report will be based on average of marks awarded independently by both internal & external examiners that will be as follows.

Project evaluation 70 marks and project viva 30 marks. A candidate must acquire minimum 50 marks in the project for passing in the project report

Amravati.
Date: 22/6/2010

Sd/-
(Dr. Kamal Singh)
Vice-Chancellor

**Syllabi prescribed for
Post Graduate Diploma in Retail Management
Semester-I**

101- Retail Management-I

- Unit-I:** Introduction to Retail Management – Definition, Scope of Retailer, Evaluation of Retail Industries, Retailer role in distribution. Channel, benefit of Retailing, Retail environment – Legal environment, Economic environment, Technological environment, Demographic environment.
- Unit-II:** Understanding the retail customer – Structure of buying behaviour by the population, Regional market Metrogeography, Non-metro geography, Rural geography, Consumer buying behaviour – buying consideration, Buying situation, Buying influences, Buying centers.
- Unit-III:** Retail Strategy – Definition of retail market strategy. Target market and retail format – Location, Merchandising, Price, Service, Strategic position, Strategic planning process – Vision, Mission, Setting objectives, Situational analysis, Selecting the target market, Implementation, Evaluation & control.
- Unit-IV:** Retail Selling – Role of retail sales person, Retail promotion mix, Requirement of effective selling, Evaluation of sales person.

Reference Books :

1. Retail Management a strategic approach by Berman Barry and Joel R. Evons, Prentice Hall, 7th Edition.
2. Retail Management – Hasty and Ron James Reardon, McGraw Hill International Edition.
3. Retail Management – By R. Sharma – TMH publication.
4. Retail Management – L. K. Zha – Himalaya Publication.
5. Retail Management – 6th Edition TMH- Michael Levy, Benton, Ajay Pandit.
6. Fundamentals of Retailing – By Aditya Prakash, Tripathi, Noopur Agrawal – Himalaya Publication.
7. Retail Management – By Avjit Ghosh, Thomson Learning.
8. Retail Management – Dr. Harjit Singh, S. Chand & Company.
9. Retail Management – Mr. R. Sharma, TMH, New Delhi.

102- Sales & Distribution Management

- Unit-I:** Nature and scope of sales management – Definition, Importance, Objective, Sales planning & control, Goal setting, performance measurement, Evaluation & control.
- Unit-II:** Developing the sales force – Salesmanship, Qualities of good salesman, Recruitment & selection of salesman, Training of salesman, Company specific knowledge, Target, Customer knowledge.
- Unit-III:** Motivational programme – Sales meeting, Sales contest, Sales compensation, Incentives programme, Moral of sales person, Sales records & reporting system, Improving sales productivity through performance measurement.
- Unit-IV:** Distribution Management – Marketing channels, Definition & importance, Different forms of channels, Function of marketing channels, importance of physical distribution, Scope of physical distribution, Process.

Reference Books :

1. Marketing Management – by Varshneya and Gupta.
2. Marketing Management – by Philips Kotler.
3. Sales & Distribution Management – by Harsh Verma.
4. Sales & Distribution Management – S. L. Gupta, Everest Publication.
5. Sales force Management – Mack Johnson, Gceg Marshall.
6. Sales & distribution Management – S. K. Abhyankar, Everest Publication.
7. Practice Sales and Distribution Management – Abhyankar S. K. – Everest Publication House.
8. Sales Management – Chunawalla S. A. – Himalaya Publication.
9. Field Sales Management – Acharya & Others, IIIrd Edition, Himalaya Publication.
10. Sales Management – Das Gupta, PHI Publication.
11. Anderson R. Professional personal selling, Englewood Cliffs, New Jersey Prentice Hall.

103- Consumer Behaviour

- Unit-I:** Consumer behaviour – Scope, Importance and nature. Marketing concept – Social responsibility and ethics in marketing. Market segmentation – Definition, Scope & application, Basis of segmentation, Effective targeting and positioning.
- Unit-II:** Consumer motivation – Needs, Goal and dynamic, characteristics of motivation. Hierarchy of needs – Maslow hierarchy theory, Types of conflict attitude, Beliefs, Behavioural intention.
- Unit-III:** Consumer perception – Perceptual selection, Selfish concept, Self image, Behavioural learning theory, Cognitive learning theory, Communication process and design of communication process.
- Unit-IV:** Influence of Reference group – Friendship, Celebrity peers and family, Impact of social class culture, Sub-cultural, factor on consumer behavioural, Consumer decision making process, Routine response, Limited & extensive problem solving behaviour, Consumer gifting behaviour, Relationship Marketing.

Reference Books :

1. Consumer behaviour – Managerial perspective – Seth & Mittal, Thomson Publication.
2. Consumer behaviour in Indian perspective – Suja Nayar, Himalaya Publication, Delhi.
3. Consumer behaviour – S. L. Gupta.
4. Consumer behaviour – Text and cases – Nair, Suja, Himalaya Publication.
5. Commentary on consumer behaviours – Chunawalla S. A., Himalaya Publication.
6. Consumer behaviour – Schiffman & Kanule, 8th Edition, Pearson Education.
7. Consumer behaviour – Schiffman L. G. & Kanule L. L., Prentice Hall of India, New Delhi.

104- Communication Skills

- Unit-I :** Fundamentals of communication – Importance, Basic, forms of communication, Process of communication, Barriers to communication and dealing with communication barriers.
- Unit-II :** Skills, Setups : Listening skills – Effective listening. Inter personal skills – Building positive relationship, Managing conflict and criticism, Negotiation skills.
- Unit-III:** Group communication – Group decision making, Effective meeting, Speech effectiveness, Method of speaking. Analyzing the target customers.
- Unit-IV:** Resuming writing, Contents of the resume. Formulating the retail carrier plan, Structure of resume, content of resume.

Reference Books :

1. Browman, Joel P. and Branchaw-Business communication from process to product, Dryden Press, Chicago.
2. Hatch Richard – Communication in Business, Associate Chicago.
3. Murphy, Herta A-Peck Charies E., Effective Business Communication, TMH, New Delhi.

Semester-II
201-Retail Management-II

- Unit-I :** Formation of stores – Store location, Selection of store location, Market area analysis, Factor affecting, Attraction ness of market and trade area. Estimation of sales potentials. Types of location of site selection.
- Unit-II:** Merchandise Management – Buying organizational setting of financial objectives, Sales forecasting, Merchandise budget plan, Inventory Management Repot – ABC analysis, Selfish through analysis, Bar coding, warehouse.
- Unit-III:** Managing the retail stores – Stores management, Roll of store managers, Legal & ethical issues in Managing store personnels.

Unit-IV : Carrier in Retailing – Personality traits, Aspects of retail carrier, Employment opportunities, Ownership opportunities. Retail information systems. Information system in retail logistics, Quick response delivering system.

Reference Books :

1. Retail Management : By L. K. Zha, Himalaya Publication.
2. Retail Management : By R. Sharma – TMH Publication.
3. Retail Management : Dr. Harjit Singh – S. Chand & Company.
4. Retail Management : By Avjit Ghosh – Thomson Learning.
5. Fundamentals of Retailing : By Aditya Prakash, Tripathi, Nupoor Agrawal, Himalaya Complex.

202-Supply Chain Management

Unit-I: Supply chain management : Definition, Needs, Challenges in supply chain management. Uncertainty and supply chain management. Supply chain drivers & obstacles, Supply chain Network and different types of supply chain network.

Unit-II: Forecasting : Different types of forecasting techniques in estimating demand, Sourcing and vendor selection, Routine and route sequencing.

Unit-III: Inventory Management : Economic order quantity, Minimum level and safety stocks, Re-ordering level, Principle of aggregation. Rational discount on bulk purchase.

Unit-IV: Vehicle route and route sequencing. Blue whip effect – it causes and method to overcome.

Reference Book :

1. Supply chain Management : Robbin Sharma – Himalaya Publications.

203-Fundamentals of Information Technology

Unit-I: Introduction to computers – Functions, overview of hardware and softwares, Peripheral devices.

Unit-II: Hardware and Software – Differences. Types of Software – Various application software ; Word, Excel, Power Point, Access, Latest application software.

Unit-III: Networking concepts. Advantage and disadvantage. E.R.P. Application of E.R.P. (Enterprise resource planning), SAP R/3.

Unit-IV: Introduction to word : wide application, Internet operation. On line marketing, Advantage and disadvantage, Problem in on line transaction.

Reference Books :

1. John, Moss Jones : Automating Manager – The implication of Information Technology for Manager London Printer – 1990.
2. David Van Over : Foundation of Business system – Forth Worth Drydon.
3. Estrada Sussan : Connecting to the Internet – Sebastopol.
4. Eliason A. L. :- On line business computer application – 2nd edition, Chicago Science Research.

204- Project Report

Scheme of Project Report

Evaluation of Project

Every student will complete the project and submit its report under the guidance of faculty member, who will act as the supervisor for the project. Evaluation of the project report will be based upon average of marks awarded independently by both internal & external examiners.

Project Evaluation	-	70 marks
Project Viva	-	30 marks

A candidate must acquire minimum 50 marks in the project for passing in the project report.
