



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

MAIN PROJECT AND VIVA VOCE								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE69	Core	L	T	P	C	CIA	SEE	Total
		-	-	9	4	-	100	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes: 45			Total Classes: 45			
Prerequisite: All the Courses								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)								

I. COURSE OVERVIEW:

The aim of this course begins with an emphasis on project planning and formulation, guiding students in selecting relevant and challenging topics aligned with their specialization. Participants delve into extensive literature reviews, market analyses, and feasibility studies to develop a robust foundation for their projects. The course emphasizes the importance of critical thinking, creativity, and innovation in approaching business challenges.

II. OBJECTIVES:

The students will try to learn:

- I. The specializations to solve real-world business problems.
- II. Analytical, research, and decision-making skills through a comprehensive applied project.
- III. The functional concepts from finance, marketing, operations, HR, and strategy for business analysis.
- IV. The communication, presentation, and interpersonal skills for professional and organizational contexts.
- V. The problem-solving abilities by proposing actionable solutions or strategies.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Conduct applied research and gather relevant data for business decision-making.
- CO2 Analyze complex business situations using quantitative and qualitative tools.
- CO3 Synthesize knowledge from multiple MBA disciplines to provide holistic solutions.
- CO4 Prepare a professional project report and present findings effectively.
- CO5 Evaluate business strategies, models, and interventions for feasibility and impact.
- CO6 Demonstrate professional competence, ethical awareness, and critical thinking during viva voce.

IV. INTRODUCTION:

In its effort towards contribution of knowledge generation and dissemination the program is expected to

1. Enhance employability by upgrading their professional and managerial skills
2. Nurture creativity and entrepreneurship by gaining business acumen through case studies
3. Educate how to communicate and negotiate effectively to achieve organizational and individual goals.
4. Instill sensitivity among the students to become thought provoking leaders to face the challenges of a dynamically unstable environment.
5. Sensitize them to understand ethical issues and dilemmas that businesses often face.

V. REPORT

A detailed report of the project and observation should be submitted.

