

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MAM (MASTERS IN APPLIED MANAGEMENT)**  
**DUAL DEGREE PROGRAMME**  
**Year – IV (Semester – VIII) (W.E.F. December 2015)**

**Subject Code: 4180505**

**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 will depend upon the current scenario in business and the future goals of the students. The topic can be based on his/her specialization and of general nature.
3. Division of subject – There will be two topics which will be selected by the students throughout the semester depending upon their 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 and revised by the internal faculty time to time. At the end of the semester each and every student will have to present a report which should not be less than 25 pages on the selected topics. The report will be checked and revised by the internal faculty, and if any corrections are required it should be suggested by the internal faculty. The pattern of preparing the report will be same as suggested by the university in semester - 7.
5. Division of marks – Both the projects will be having the same weightage i.e. 50 marks for the project. The marking pattern will be divided in following manner.
  - Preparation of report – 25 marks for each project. The total will be 50 marks which will be assigned to them by the external experts appointed by the university.

- 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.
- Continuous evolution - 50 marks will be given by internal experts who are given the responsibility to evaluate, monitor and sign the projects verifying that students have prepared project and it is in line with the guidelines suggested by the university.

### **MARKING PATTERN FOR SEMINAR PROJECT ON SPECILIZATION**

<b>SR. NO.</b>	<b>PARTICULAR</b>	<b>MARKS</b>
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**

<b>SR. NO.</b>	<b>PARTICULAR</b>	<b>MARKS</b>
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