

**GUJARAT UNIVERSITY**  
**K.S.SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years (Full Time) M.B.A. Integrated Degree Course]**  
**THIRD Year M.B.A. (SEM-V)**  
**KS\_M\_CC\_358**  
**Project**

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**3 credit course**

**Objective:**

Understanding Technical, Marketing and Human Resource Feasibility of a new venture

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**Methodology** - Industrial visit, understanding of all the functional areas of management and application of the same in the incorporation of new venture.

**Expected Outcome** – Comprehensive understanding of technical, human resource and marketing feasibility for starting of a new venture.

**Evaluation Pattern** – Presentation and Viva – voce.