GUJARAT TECHNOLOGICAL UNIVERSITY

HANDBOOK
OF
CAPSTONE PROJECT and ON-THE-JOB TRAINING PROJECT (OJT)

(Applicable from Academic Year 2025–26)

Applicable to: MBA and MBA (Integrated)

Gujarat Technological University, Ahmedabad

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1. INTRODUCTION

This Handbook contains GTU guidelines for two project options to be undertaken by MBA and MBA (Integrated) students: (A) Capstone Project and (B) On-the-Job Training (OJT) Project. These project options will replace the earlier Comprehensive Project undertaken by students of the MBA and MBA (Integrated) programs.

Both project options are intended to provide integrative learning, practical exposure, and application of managerial concepts. Students will opt for one of the two and shall follow the procedures, deliverables, evaluation criteria and annexures listed in this handbook.

2. OBJECTIVES

- To integrate knowledge acquired across the curriculum and apply it to real-world business challenges.
- To develop analytical, problem-solving and decision-making skills in managerial contexts.
- To strengthen industry–academia linkage through applied learning and practical exposure.
- To inculcate research ethics, report writing and professional communication.
- To enhance employability through demonstrated workplace readiness.

PART A: CAPSTONE PROJECT

Introduction

The Capstone Project is research-based integrative project where students identify a specific business/strategic/functional problem and propose managerial solutions. The project may be organization-based, industry-sectoral, policy focused or simulation-based.

Requirements of Capstone Project

- Capstone projects can be done either independently or in a team of two students.
- Project duration: Minimum 10-12 weeks as per institute schedule.
- Students must work under the mentorship of an internal faculty guide assigned by the institute.
- Capstone Projects can involve qualitative or quantitative research, case studies, comparative industry analysis, policy briefs, managerial simulations, or business plans. Students should select topics that allow analysis and managerial recommendations within the given timeframe.
- If Capstone Project is undertaken at an organization, the process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study. Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- Students must ensure ethical collection and use of data.
- Student should prepare a report and submit one copy to the organization (if applicable) and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student may also obtain a certificate from the organization where the project was undertaken and attach the same with the copy submitted to the institute. (Sample format of Certificate is attached in Annexure II). It is compulsory to attach the Institute Certificate in all reports.
- Final deliverables of the Capstone Projects include Final report (hard + soft copy), presentation, plagiarism report, student declaration, institute certificate, company certificate (if applicable).

Criteria for Evaluation – Capstone Project

- Total Marks: 200 (External 140 + Internal 60). Evaluation follows GTU pattern (70:30).
- *Internal Evaluation (60 marks):* Institute conducts internal viva and assessment. Components include: proposal approval, progress monitoring, report quality and internal presentation.
- *External Evaluation (140 marks):* GTU-appointed external examiner evaluates final report and conducts external viva-voce based on Annexure I parameters.
- Minimum passing requirement: Student must secure at least 50% marks separately in Internal and External evaluation.

PART B: ON-THE-JOB TRAINING (OJT) PROJECT

Introduction

The On-the-Job Training (OJT) Project is an industry-engaged learning experience where students work within an organization (company/startup/NGO) for a specified period to perform real tasks, learn, and contribute. The OJT emphasises practical exposure, skill development and application of management concepts.

Requirements of OJT Project

- Students must secure placement/engagement with an organization for a minimum of 10–12 weeks.
- A formal offer/appointment/assignment letter from the organization indicating period and nature of training/employment is required.
- OJT assignments should be aligned with the student's specialization where possible. Tasks may include work in marketing, finance, HR, operations, analytics, supply chain, or cross-functional projects that demonstrate application of managerial skills.
- Students will be supervised by an Industry Mentor and an internal Faculty Guide. The Industry Mentor must provide fortnightly feedback in the form of progress report to the internal faculty guide.
- Final deliverables: Completion certificate from organization, logbook, final report (hard + soft copy), plagiarism report, student declaration, and institute certificate.

Criteria for Evaluation – OJT Project

- Total Marks: 200 (External 140 + Internal 60). Evaluation follows GTU pattern (70:30).
- *Internal Evaluation (60 marks):* Based on attendance, discipline, logbook, mid-term review and internal presentation.
- *External Evaluation (140 marks):* GTU-appointed external examiner evaluates final report, logbook and conducts external viva-voce.
- Minimum passing requirement: Student must secure at least 50% marks separately in Internal and External evaluation.

3. GUIDELINES REGARDING CONTENTS AND FLOW OF THE PROJECT – WHAT IS TO BE DONE

- Project must be original and individual work.
- Students should prepare for a 15–20 minute presentation during internal and external viva-voce.
- Final report to be submitted in hardcopy (student brings one spiral-bound copy for external viva) and soft copy (PDF) to institute and GTU portal as required.
- Students must attach Institute Certificate (mandatory). Organization Certificate is mandatory for OJT and optional for Capstone if organization involvement existed.
- Plagiarism limit: ≤10% using licensed plagiarism detection software. Plagiarism above 10% will render the report unacceptable and the student will be required to rework the project before reappearing for viva.
- Ethical conduct and data permission: Students must ensure permission for use of proprietary data and maintain confidentiality as required by the organization.

4. FREQUENTLY ASKED QUESTIONS (FAQs)

Q: What is the duration of the Capstone/OJT project?

A: Minimum of 10–12 weeks.

Q: Are joint projects allowed?

A: For Capstone Project, students have the option of undertaking the project either individually or in a team of two. For OJT projects, it is mandatory for the students to undertake such projects individually. For OJT projects, joint projects will not be eligible for examination/evaluation.

Q: Is company affiliation compulsory for Capstone?

A: No. Capstone may be organization-based or independent industry/sectoral analysis. For OJT, company affiliation is mandatory.

Q: Is Institute internal viva compulsory?

A: Yes. Internal viva must be conducted before GTU external viva and internal evaluation (60 marks) is mandatory.

Q: What is the plagiarism threshold?

A: Plagiarism must be less than or equal to 10%. Reports above 10% plagiarism will not be accepted for external viva.

Q: How many copies of report are required?

A: Student: One hard copy (spiral bound) required to be brought during external viva. Institute: One soft/hard copy as per institute requirement. GTU: Soft copy (PDF) upload as and when requested.

Q: Which plagiarism software should be used?

A: Licensed plagiarism detection software should be used by institutes. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism.

Q: What happens if plagiarism is above 10%?

A: Report is not accepted. Student will be asked to rework the project under faculty guidance and will not be allowed for external viva until plagiarism is within limit.

Q: What are acceptable types of study?

A: Qualitative or quantitative studies, primary or secondary data analysis, case studies, industry analysis, simulation studies etc., depending on topic scope.

Q: What documents must be submitted with the report?

A: Student declaration, Institute certificate (mandatory), Organization certificate (for OJT), Plagiarism report, Final report (hard+soft), Logbook (for OJT).

ANNEXURE I: PARAMETERS FOR EVALUATION

The examiners (internal and external) shall evaluate projects based on the following parameters. Emphasis should be on the work done and learning rather than merely on statistical tests used.

- Introduction to the study: Clear understanding of topic, rationale, objectives, and conceptual/theoretical framework; quality of literature review and references.
- Methodology / Work Design: Problem formulation, objectives, research design or work methodology, sampling, data sources and justification of methods used.
- Data Analysis and Outcome: Appropriateness of analytical tools, clarity of analysis, interpretation of results, and linkage to objectives.
- Recommendations and Managerial Implications: Feasibility and relevance of recommendations, implication for managers/industry, and actionability.
- Report Writing and Presentation: Structure, coherence, language, referencing (APA style), quality of tables/figures, and overall presentation.
- Learning and Contribution: Student's personal learning, contribution to organization/industry, limitations and scope for future work.

ANNEXURE II: FORMAT FOR REPORT SUBMISSION

The report should follow the GTU format below. Students must adhere to this order of pages and contents.

< First Page/Title Page >
Capstone / On-the-Job Training Project Report
On
'<Title of Project>'
At
<Name of Company / Organization> (if applicable)
Submitted to
Institute Code: (___)
Institute Name: (In Full)
Under the Guidance of
(Name of Faculty)
(Designation)
In partial fulfilment of the requirement of the award of the degree of
Master of Business Administration (MBA)/ MBA (Integrated)
offered by
Gujarat Technological University
Ahmedabad
Prepared by:
<Name of Student>
<Enrolment No.>
MBA (Semester - IV)/ MBA Integrated (Semester-X)
Month & Year:

<Second Page>

Student's Declaration

I/We hereby declare that the Project Report titled "_____" is a result of my/our own work and my/our indebtedness to other work/publications has been duly acknowledged. If I/we am/are found guilty of copying from any other report or published information and showing as my/our original work, or extending plagiarism limit, I understand that I/we shall be liable and punishable by the university, which may include 'Fail' in examination or any other punishment that university may decide.

Enrollment no.	Name	Signature

Place: …….. Date: ……..

<Third Page>

Date: __/__/____

Institute Certificate (on Institute Letterhead)

This is to certify that this Project Report titled "……" is the bonafide work of <Name of Student (Enrolment No.)>, who has/have carried out his/her/their project under my supervision. I also certify further that, to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I have also checked the plagiarism extent of this report which is …… % and it is below the prescribed limit of 10%. The separate plagiarism report in the form of html/pdf file is enclosed with this.

Rating of Project Report [A/B/C/D/E]: _____ (A=Excellent; B=Good; C=Average; D=Poor; E=Worst)

(By Faculty Guide)

Signature of the Faculty Guide/s

(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute

(Name of Principal / Director)

<Fourth Page>

Date: __/__/____

Company / Organization Certificate (on Company Letterhead)

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)> of <Name of Institute (Institute Code)> has successfully completed the Capstone / OJT Project titled "……." at <Name of Company with location> during <From …… to …… >.

Signature of the Organisation Mentor
(Name and Designation)

<Fifth Page and onwards>

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

PREFACE (SEPARATE PAGE)
ACKNOWLEDGEMENT (SEPARATE PAGE)
SUBJECT INDEX (SEPARATE PAGE)
FULL REPORT

ANNEXURE III: FORMATTING SPECIFICATIONS

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: One hard copy (Student has to bring one hard copy at the time of External viva. Student has to take back the hard copy of report, once the viva-voce is over.)
- The WORD file should necessarily be converted to pdf format for online submission.

ANNEXURE IV: ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering these projects as an important component of MBA programme.
- Ensuring that students follow safety, ethics and data confidentiality while undertaking projects.
- Providing facilities for completing project work in terms of library, computer lab, journals, and online resources.
- Organizing timely internal viva-voce for all students.

ROLE OF PROJECT COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty member (Max up to 20 students per faculty).
- Helping students to understand the importance and expectations of the project.
- Guiding students in topic selection, methodology, and data collection.
- Engaging industry mentors (for OJT) and facilitating approvals and certificates.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during the projects.
- Monitoring progress, organizing internal reviews and assessing internal viva.
- Ensuring checks for plagiarism and submission of plagiarism reports.
- Maintaining records and submitting soft copies to GTU as and when required.

ROLE OF STUDENTS:

- Preparing the project as per guidance from the Institute faculty guide and company mentor (if any), and submit within the time limit.
- Exploring the topic rigorously and ensuring quality and originality.
- Maintaining logbook (for OJT) and obtaining necessary certificates.
- Preparing for internal and external viva-voce and respecting academic integrity.