



## II. INDUSTRY PROJECT

Industry project is exclusively designed for working students with minimum of two years experience. However, in extreme cases such as the following, students are allowed to do regular internship:

1. Students who are not working in fields related to their specialization mainly those who are working in organizations such as: Ministries; Army, Police, Immigration; Hospitals, Schools and seeking to have some experience exposure in areas related to their studies.
2. Students who are graduating before Fall/Spring (where the industry project course is offered). In this case, the students need to provide the internship coordinator with their graduation plan developed and signed by their academic advisor showing that they are expected to graduate before Fall / Spring.

Details on industry-based-project course description, objectives and indicative content, eligibility, registration, students' task schedule, attendance policy, assessment methods, and marking criteria, are plainly discussed below

### COURSE DESCRIPTION

The purpose is to provide applied learning experience through field based project in the organization. The course allows participants to draw on knowledge and comprehension of business & management issues gained in the previous courses. The course also provides an important link between the organization (where the student is working) and the UD. As such, the Project should reflect a need of the organization while meeting the perceived needs and interests of the individual students. Thus, the student is required to develop an action-oriented management report. The Project report must be of an academic standard.

### OBJECTIVES AND INDICATIVE CONTENT

#### Objectives

By the end of the course, students should be able to:

1. Define and interpret the issues in business & IT including their own project.
2. Analyze the data they collect for their project, so that they can draw justifiable and useful conclusions from it.
3. Critically evaluate their project.
4. Use skills to “sell” their recommendations to organizations for effective implementation.

## Indicative Content

1. The philosophy of action-oriented research in business & IT
2. Techniques for generating and evaluating research topics
3. Different approaches to the action-research process;
4. Analyzing data from action-research; statistical versus non statistical methods
5. Writing-up BBA project; format, communication, drawing conclusions, making recommendations, suggestions for future action-research.
6. Using project findings; skills and techniques for getting the access and permission needed to do BBA Project and having recommendations implemented; using Project findings in one's job after the BBA and commissioning and evaluating the Projects of others.
7. Formal classroom meeting once a week and informal meeting with the project supervisor on a regular basis is the mode of delivery of the course. Keeping a log of the progress is key to success of this course.

## GUIDELINES

### Eligibility

Student applying for internship should fulfill the following requirements:

1. Complete the following Credits Hours (CH) and Cumulative Grade Point Average (CGPA) :

	2002 Curriculum		2005 Curriculum	
College	Business Administration	Information Technology	Business Administration	Information Technology
Credit Hours	90	96	96	96
CGPA	2.0	2.0	2.25	2.25

- 2.
3. Have minimum 2 years of work experience as on the first day of the regular Fall and Spring semester either with the current employer or a previous one. This should be evidenced through two official letters one from the Head-Human Resources Dept. of the organization and the second from the immediate supervisor (on the employer's letter head). Both letters should contain the following details and be provided to the ICDC for coordination and documentation:

- Name of the employee
- Date of start at the company (should be not less than 2 years)
- Job title and job description in brief

### **Registration**

Industry Project candidates must complete the official Registration Form and get it approved by ICDC representative after providing all the following required documents in addition to the above requirements:

1. Student's transcript.
2. Copy of the passport.
3. Passport size photo.

Registration period is same as for the registration period for regular courses.

### **Tasks' Schedule**

Students must:

1. Consult immediately their academic advisor to identify the industry-based project with specific problem, the planned lay out of the project with time-line including the completion date (during the regular final examination period).
2. Attend the weekly classes as schedule in Fall and Spring semesters.
3. Discuss their progress along with other students with their advisor(s)
4. Complete the project as planned (as per the course syllabus template provided below) and submit the project report 2 weeks before the end of the semester.
5. Present their report to the class during the last 2 weeks of the semester which is evaluated by the panel of instructors who are advising batch of students in that semester.
6. Incorporate the feedback after the presentation in the project report and get it signed by the panel of instructors before the deadline.
7. Provide ICDC with soft & hard copy of the assigned project report.

### **Attendance Policy**

Students must follow same attendance policies as existing at UD as for regular 3 credit hours classes.

## Assessment Methods

This course is assessed by a Project Report and on oral presentation. Criteria for marking the Project are presented below in column 1. Indicative assessment criteria for the final report are listed in column 2. As the specific nature and appraisal of Projects is likely to vary, the relative importance of each of the criteria may change. Accordingly, the actual weightings may vary from case to case and is to be recorded in column 3.

## Marking Criteria

Project Report components	Weighting % (Suggested)	Weighting % (Actual)	Marks awarded
Clear identification of problem/area/term of reference and objectives	3		
Consideration of wider business & management concepts and underpinning provided by BBA program	3		
Demonstrate an appreciation of relevant Literature and background material.	6		
Methodological considerations and awareness of their limitations and implications	6		
Collection and analyses of data	11		
Drawing of appropriate conclusions/ recommendations based on evidence and analyses.	9		
Overall contribution to management theory; ability to reflect on the research	6		
Implementation of the project or its feasibility for implementation.	6		
<b>Sub-total - (A) Marks</b>	<b>50</b>		
<b>Presentation</b>			
Communication of the ideas and concepts	10		
Originality	10		
Interaction	10		
Mastery over the business & management concepts	10		
Relevance & application of the concepts to the industry	10		
<b>Sub-total – (B) Marks</b>	<b>50</b>		

<b>Aggregate Marks (A+B)</b>	<b>100</b>		
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**Industry Project Grading Criteria (CBA)**

Project Proposal (Prop)	25
Final Presentation (FP)	25
Final Report (FR)	50

The grading criteria for internship and industry-based-project will show on the registration system as follows:

<b>FSE/Prop</b>	<b>AE/FP</b>	<b>FRPP/FR</b>
<b>25</b>	<b>25</b>	<b>50</b>

For Industry Project:

- Prop:** Project Proposal
- FP:** Final Presentation
- FR:** Final Report