

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES,
CHITTOOR
(Autonomous)**

Approved by AICTE, New Delhi, Affiliated to JNTUA, Ananthapuramu.



DEPARTMENT OF MANAGEMENT STUDIES

LABORATORY MANUAL

SUBJECT NAME: COMPANY ANALYSIS AND REPORT PRESENTATION (CARP)

YEAR/BRANCH: II Year - III semester /MBA

REGULATION: R22

PREPARED BY :Dr H Viswa Kiran Associate Professor



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

CHITTOOR - 517 127

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DEPARTMENT OF MANAGEMENT STUDIES

Academic Regulations for MBA

(Effective for the students admitted into I- year from the Academic Year 2022-23 onwards)

INSTITUTE VISION

To emerge as a Center of Excellence for Learning and Research in the domains of Engineering, Computing and Management

INSTITUTE MISSION

- Provide congenial academic ambience with state-art of resources for learning and research.
- Ignite the students to acquire self-reliance in the latest technologies.
- Unleash and encourage the innate potential and creativity of students.
- Inculcate confidence to face and experience new challenges.
- Foster enterprising spirit among students.
- Work collaboratively with technical Institutes/Universities/Industries of National and International repute.

DEPARTMENT VISION

To Become Center of Excellence for Educating Management Students as Leaders of Tomorrow

DEPARTMENT MISSION

- M 1:** Provide congenial academic ambience with necessary infrastructure and learning resources.
- M 2:** Inculcate confidence to face and experience new challenges from industry and society.
- M 3:** Ignite the students to have creativity, analytical thinking, critical thinking and effective Communication
- M 4:** Foster Enterprising spirit among students

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

Post Graduates of Management Program shall

- PEO1:** Have in-depth knowledge through life-long learning to conceptualize, critically analyze and add value in the areas of business management.
- PEO2:** Have lateral thinking enabling simple solutions for complex managerial problems.
- PEO3:** Ignite the passion for entrepreneurship.
- PEO4:** Inculcate a spirit of ethical and social commitment in the personal and professional life and to add value to the society.

PROGRAM OUTCOMES (POs):

On successful completion of the program, the post graduates will be able to

- PO1:** Apply Knowledge of management theories and practices to solve business problems.
- PO2:** Faster analytical and critical thinking abilities for data - based decision making.
- PO3:** Ability to develop value based leadership ability.
- PO4:** Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- PO6:** Apply specialized tools and techniques of human resource management in real life business practices.
- PO7:** Apply the ever evolving marketing techniques to encounter the challenges and leverage opportunities.
- PO8:** Apply sophisticated financial tools and techniques for smooth management of organization.

PROGRAM SPECIFIC OUTCOMES (PSOs):

On successful completion of the program, the post graduates will be able to

- PSO1:** Apply core and functionary management skills for professional growth and business evaluation
- PSO2:** Adapt to dynamic changes in an environment relevant to professional managerial practice and entrepreneurship as emerging leaders



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II MBA – Semester - III						
Course Code		COMPANY ANALYSIS AND REPORT PRESENTATION	L	T	P	C
22MBA237			0	0	2	1
Course Educational Objectives:						
CEO1: To provide knowledge about Principles related to company analysis						
CEO2: To inculcate various aspects pertinent to PEST, SWOT Analysis etc.						
CEO3: To inculcate various aspects pertinent Research Methodology						
CEO4: To provide necessary knowledge about various ethical aspects of research						
CEO5: To give a elaborate view of report writing and presentation						
Course Outcomes:						
On successful completion of the course the student will be able to,			POs related to COs			
CO1	Apply the knowledge of management in company analysis.		PO1, PSO1			
CO2	Analyze the company performance and functions using SWOT/PEST.		PO2, PSO1			
CO3	Employ ethics and value based approach in carrying out company analysis .		PO3, PSO2			
CO4	Document and communicate the results of company analysis in an effective way from various environmental perspective.		PO4, PSO2			
CO5	Examine the level of achievement of organizational objectives through company analysis.		PO5, PSO2			
CO6	Analyze the effectiveness of Human Resources functions of the organization.		PO6, PSO1			
CO7	Analyze the effectiveness of marketing functions of the organization.		PO7, PSO1			
CO8	Analyze the effectiveness of finance functions of the organization		PO8, PSO1			

COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):

Course	PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
C2307 : COMPANY ANALYSIS AND REPORT PRESENTATION	C2307.1	3	-	-	-	-	-	-	-	3	-
	C2307.2	-	3	-	-	-	-	-	-	3	-
	C2307.3	-	-	3	-	-	-	-	-	-	3
	C2307.4	-	-	-	3	-	-	-	-	-	3
	C2307.5	-	-	-	-	3	-	-	-	-	3
	C2307.6	-	-	-	-	-	3	-	-	3	-
	C2307.7	-	-	-	-	-	-	3	-	3	-
	C2307.8	-	-	-	-	-	-	-	3	3	-
	C2307	3	3	3	3	3	3	3	3	3	3



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Preface

This laboratory manual provides structured guidance for MBA students to conduct company analysis using secondary data and prepare professional reports and presentations.



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Lab Methodology

Students select an approved company, collect authentic secondary data, analyze the organization using management tools, prepare a report and deliver a presentation.

Company Selection

Company Selection Guidelines

1. Students shall select a **Public Limited Company or Private Limited Company** with at least **five years of published annual reports**.
2. The selected company should have adequate secondary data available for analysis.
3. Students must obtain **prior approval from their faculty guide** before registering the company with the Department.
4. Company registration will be done on a **first-come, first-served basis**.
5. **Only one student will be allotted a particular company** to avoid duplication of work.
6. Any change in the selected company after registration requires prior approval from the faculty guide and the Head of the Department.



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Secondary Data Sources: Data Collection Guidelines

Students shall collect data only from **authentic, reliable, and up-to-date secondary sources** to ensure the accuracy and credibility of the company analysis. The following guidelines should be followed while collecting data:

1. **Annual Reports:** Collect at least **five years of published annual reports** of the selected company for financial and operational analysis.
2. **Official Company Website:** Use the company's official website to obtain information on its history, vision, mission, products, services, organizational structure, corporate governance, investor relations, and sustainability initiatives.
3. **Stock Exchange Websites:** Refer to the **National Stock Exchange (NSE)** and **Bombay Stock Exchange (BSE)** websites for information on share prices, market capitalization, stock performance, and corporate announcements.
4. **Ministry of Corporate Affairs (MCA):** Access statutory filings, company registration details, and compliance information through the MCA portal.
5. **Regulatory Authorities:** Use reports, circulars, and publications issued by regulatory bodies such as the **Securities and Exchange Board of India (SEBI)** and the **Reserve Bank of India (RBI)**, wherever applicable.
6. **Industry Reports:** Collect industry-specific information from government publications, industry associations, consulting firms, and market research reports to understand industry trends and competitive dynamics.
7. **Academic Journals:** Refer to peer-reviewed journals, research articles, conference papers, and case studies for theoretical support and analytical insights.
8. **Business Magazines:** Use reputed business magazines such as *Business Today*, *Business India*, *Business World*, *Forbes India*, and *Fortune India* for recent developments and expert opinions.
9. **Newspapers:** Refer to leading business newspapers such as *The Economic Times*, *Business Standard*, *The Hindu BusinessLine*, and *Mint* for current news, corporate events, mergers, acquisitions, and policy changes.



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10. **Online Financial Databases:** Where available, students may use financial databases such as Moneycontrol, Screener, Capital Market, CMIE Prowess (institutional access), or similar reliable platforms for financial data and ratio analysis.
11. **Data Verification:** Information collected from multiple sources should be cross-verified to ensure consistency and reliability.
12. **Proper Referencing:** All data, tables, figures, and information used in the report must be appropriately cited using **APA 7th Edition** referencing style. Plagiarism and unauthorized copying are strictly prohibited.



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Research Methodology

Define problem, objectives, need, scope, collect secondary data, analyze and interpret findings, draw conclusions and recommendations.

Analysis Framework

Industry profile, company profile, SWOT, PESTLE, Porter's Five Forces, Marketing Mix, HR analysis, Financial ratio analysis, CSR and ESG.



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Report Structure

Suggested chapters

Chapter 1 Introduction

Chapter 2 Company Profile

Chapter 3 Industry Analysis

Chapter 4 Company Analysis

Chapter 5 Findings, Suggestions, Conclusion

References

Annexures



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Company Analysis Framework

Company Profile

- History
- Vision
- Mission
- Objectives
- Products
- Services
- Branches
- Promoters

Industry Analysis

- Industry Overview
- Market Size
- Competitors
- Growth
- Government Policies

Business Environment

PESTLE Analysis

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

SWOT Analysis

Strengths

Weaknesses



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Opportunities

Threats

Porter's Five Forces

- Supplier Power
- Buyer Power
- Competition
- New Entrants
- Substitute Products

Marketing Analysis

- STP
- Marketing Mix
- Branding
- Digital Marketing
- Customer Segmentation

HR Analysis

- Recruitment
- Training
- Compensation
- Employee Welfare
- CSR

Financial Analysis

Students calculate

- Current Ratio
- Quick Ratio
- ROE
- ROA
- Debt Equity Ratio
- Net Profit Margin



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- Gross Profit Margin
- EPS

Prepare graphs and interpretations.

Sustainability

- ESG
- CSR Activities
- SDGs

Recommendations

Conclusion



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Presentation Guidelines

15–20 slides, charts and graphs, professional formatting, 10–15 minute presentation followed by viva.



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Viva Questions- sample questions

01	Introduce yourself and company you have selected for analysis
02	What is scope of company analysis?
03	What you have learnt from this analysis?
04	What are the objectives of your study?
05	What methodology was adapted for your study?
06	Who are the competitors for your company?
07	Explain the SWOT of your company
08	What are the tools used for your analysis?
09	What is the use of CARP to the stake holders?
10	Where can your study findings are applied in the real life?
11	Discuss the results on the HR analysis
12	Discuss the results on the Marketing analysis
13	Discuss the results on the financial analysis
14	What is your study statement of the problem?
15	What are the sources of data for your study?
16	What is secondary data?
17	What are the sources of secondary data?
18	Differentiate primary and secondary data
19	Why did you select this company?
20	What is SWOT?
21	What is EBITDA?
22	How did you collect data?
23	What are the limitations?
24	What recommendations do you suggest?



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Evaluation Rubric

Evaluation Rubrics for Company Analysis and Report Presentation:

Rubric (CO)	Excellent (Wt. = 3)	Good (Wt. = 2)	Fair (Wt. = 1)
Review- I and II			
<i>Methodology of company Analysis (CO1)</i>	Framed the methodology of analysis by applying the concepts of management systematically and validated the same.	Framed the methodology of analysis by applying the concepts of management systematically and validation is not done	Framed the methodology of analysis by applying the concepts of management unsystematically.
<i>Objectives of the Study (CO1)</i>	objectives are well defined keeping in view of all the factors.	objectives are defined keeping in view of factors except few.	objectives are defined without considering factors.
<i>SWOT/PEST (CO2)</i>	Clear understanding and presentation of SWOT/PEST analysis	Moderate understanding and presentation of SWOT/PEST analysis	Inadequate understanding and presentation of SWOT/PEST analysis.
<i>Ethical attitude (CO3)</i>	Through employment of ethical and social practices in company analysis	Sufficient ethical and social practices in company analysis.	Insufficient ethical and social practices in company analysis.
<i>Oral Presentation (CO4)</i>	Presentation in logical sequence with key points, clear conclusion and excellent language	Presentation with key points, conclusion and good language	Presentation with insufficient key points and improper conclusion
<i>Report Writing (CO4)</i>	Project report with clear and logical sequence of chapters using excellent language	Project report with logical sequence of chapters using understandable language	Project report not properly organized
<i>Organizational perspective (CO5)</i>	Thorough examination of organizational objective from company perspective	Moderate examination of organizational objective from company perspective	Insufficient examination of organizational objective from company perspective



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Rubric (CO)	Excellent (Wt = 3)	Good (Wt = 2)	Fair (Wt = 1)
<i>Analysis of HR function (CO6)</i>	Clear analysis and presentation of findings related to HR department.	Clear analysis but inadequate presentation of findings related to HR department	Insufficient analysis and inadequate presentation of findings related to HR department.
<i>Analysis of Marketing Function (CO7)</i>	Clear analysis and presentation of findings related to Marketing department.	Clear analysis but inadequate presentation of findings related to Marketing department	Insufficient analysis and inadequate presentation of findings related to Marketing department.
<i>Analysis of Finance Function (CO8)</i>	Clear analysis and presentation of findings related to Finance department.	Clear analysis but inadequate presentation of findings related to Finance department	Insufficient analysis and inadequate presentation of findings related to Finance department.

External Examination

Rubric (CO)	Excellent (Wt = 3)	Good (Wt = 2)	Fair (Wt = 1)
<i>Methodology of company Analysis (CO1)</i>	Framed the methodology of analysis by applying the concepts of management systematically and validated the same.	Framed the methodology of analysis by applying the concepts of management systematically and validation is not done	Framed the methodology of analysis by applying the concepts of management unsystematically.
<i>Objectives of the Study (CO1)</i>	objectives are well defined keeping in view of all the factors.	objectives are defined keeping in view of factors except few.	objectives are defined without considering factors.
<i>SWOT/PEST (CO2)</i>	Clear understanding and presentation of SWOT/PEST analysis	Moderate understanding and presentation of SWOT/PEST analysis	Inadequate understanding and presentation of SWOT/PEST analysis.



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<i>Ethical attitude (CO3)</i>	Through employment of ethical and social practices in company analysis	Sufficient ethical and social practices in company analysis	Insufficient ethical and social practices in company analysis
<i>Oral Presentation (CO4)</i>	Presentation in logical sequence with key points, clear conclusion and excellent language	Presentation with key points, conclusion and good language	Presentation with insufficient key points and improper conclusion
<i>Report Writing (CO4)</i>	Project report with clear and logical sequence of chapters using excellent language	Project report with logical sequence of chapters using understandable language	Project report not properly organized
<i>Organizational perspective (CO5)</i>	Thorough examination of organizational objective from company perspective	Moderate examination of organizational objective from company perspective	Insufficient examination of organizational objective from company perspective
<i>Analysis of HR function (CO6)</i>	Clear analysis and presentation of findings related to HR department.	Clear analysis but inadequate presentation of findings related to HR department	Insufficient analysis and inadequate presentation of findings related to HR department.
<i>Analysis of Marketing Function (CO7)</i>	Clear analysis and presentation of findings related to Marketing department.	Clear analysis but inadequate presentation of findings related to Marketing department	Insufficient analysis and inadequate presentation of findings related to Marketing department.
<i>Analysis of Finance Function (CO8)</i>	Clear analysis and presentation of findings related to Finance department.	Clear analysis but inadequate presentation of findings related to Finance department	Insufficient analysis and inadequate presentation of findings related to Finance department.



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Outcome attained and its justification (sample)

PO	Justification
PO1	Framed the methodology of analysis by applying the concepts of management systematically and validated the same.
PO2	Clear understanding and presentation of SWOT/PEST analysis
PO3	Employed honest methods in data collection, analysis and report presentation and ensured unbiased results.
PO4	Prepared the report in appropriate format suggested and presented the research work in an effective way.
PO5	Examined the objectives of the Study from company perspective
PO6	Conducted HR analysis to understand various HR functions of the organization.
PO7	Conducted Marketing analysis to understand various Marketing functions of the organization.
PO8	Conducted Financial analysis to understand various Financial functions of the organization.



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Ethics & Plagiarism

Use only authentic sources, cite references in APA style, and avoid plagiarism and unsupported AI-generated content.



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Annexures