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## **1.0 Importance of Summer internship project [SIP]**

Summer internship project is an extremely important activity for management student. It gives an opportunity to the student to apply the theoretical concepts in real life situations. SIP also facilitates interaction between the students and the industry and allows the student to have in depth inside knowledge about the working of an industry. SIP should be conducted by the students with all sincerity and dedication to get the maximum mileage out of opportunity. A well done SIP adds great value to the CV of the student.

### **1.1 Areas of SIP**

Students should be careful in selecting the area for SIP. Preferably the chosen area should be in line with the specialisation that the student plans to select for the second year. This is preferable though not mandatory. Marketing, HRM, Finance & operations are the common areas in which SIP is conducted. Other uncommon and less frequently ventured areas are material management and system etc.

### **1.2. Following are some of the common areas in which SIP is undertaken:**

#### **Marketing:**

1. New product launch
2. Product modification/rebranding/repositioning
3. Consumer Behaviour
4. Customer Satisfaction Survey
5. Pricing
6. Marketing Strategy
7. Place: Distribution efficiency
8. Sales management & personal selling
9. International Marketing
10. Promotional strategies

#### **HRM:**

1. HR planning
2. Organizational structure & culture

3. Job Design
4. Performance Appraisals
5. Compensation Management
6. Human erosion, attrition & related topics
7. Training & Development
8. Employee Satisfaction Survey
9. Employee Welfare
10. Career Planning
11. Entrepreneurship Development

**Finance:**

1. Financial healthiness of a Company
2. Debtor Analysis
3. Stock Market Studies
4. Capital related Studies
5. Costing
6. Forecasting
7. Valuation
8. Pricing
9. Financial Forecasting

Remember, these are only broad areas Anything beyond this could also be meaningful & interesting.

**1.3 How to select areas for SIP**

This question is best answered by the students themselves. The choice of specialisation depends on the aptitude and mental make up of the student. For eg. If you are outgoing, enjoy interacting with people and do not mind travelling probably marketing is your area. If you are a leader, motivator, enjoy managing people then HRM is your cup of tea. If you enjoy managing money and good at accounts and figures then your choice should be Finance. However it should be kept in mind that these are general guidelines and your actual choice of specialisation depends on individual's likes and dislikes. Feel free to consult

your professor/mentor before you finalise your area of specialisation & your area of SIP.

#### **1.4 How to select a project**

Selection of SIP requires identification of a specific industrial problem/study, area and it's in depth analysis. SIP also includes your observation, conclusions and specific recommendations. Make sure that the problem or study area is significant, important to the company and interesting to you. More often than not, the company will suggest you the problem. If you have to make your choice, do this with at most care. Consult your professor if Necessary. A poorly selected subject for your SIP will fetch you poor scores. Additional, the industry may disapprove your project if it is insignificant or haphazardly done.

#### **1.5 Characteristics of Good Report Writing:**

A project report is presentation of your hard work done so far. It's channel of communicating the research findings to the readers of the report. To make the report efficient effective following points may be of help.

- The length of the report should be enough to cover the subject but short enough to maintain interest of readers
- It must maintain the consistency and continuity of the subject.
- Abstract terminology and technical jargons should be avoided to maintain the simplicity in the language.
- Graphical and tabular representation of data, charts, etc. helps quick understanding of the subject and hence may be used.
- The report must be structured properly in accordance with the objectives of research problem. Ultimately the report must solve the problem addressed in there.
- Clarity is the heart of any document and should be maintained in the project report also.
- Proper indention, annexure, bibliography has to be followed.
- Spelling mistakes should be carefully checked and avoided.
- Abbreviation to be specified at the mention of the term at the first instance of occurrence in the report.

- Report must be attractive in appearance, neat and clean whether typed or printed.

## **1.6 Guidelines for Reviewing Draft**

Adequate reviewing effort has to be put in by the researcher to avoid errors, following points must be answered at the time of reviewing.

- Is the text clear and free from ambiguity?
- Is the intended message conveyed to the readers?
- Is the scope of research work covered and are the objectives of study fulfilled?
- Is continuity maintained in the flow of report?
- Is the report exceeding the page limit prescribed?

## **2.1 How to carry out research?**

Make sure that you follow following steps while carrying out the research

1. Gathering information about the company.
2. Identification of the problem( Management Problem-convert into research problem)
3. Identification of Hypothesis ( Assumptions to be made on the basis of research problem) if applicable to your project
4. Formulating research methodology
5. Developing the research design
6. Selection of the method for data collection
7. Designing methods of sampling
8. Collecting the data – Both primary & secondary
9. Drawing the conclusions.
10. Giving specific recommendations
11. Writing the report.

## **2.2 Specific things to be done BEFORE you start your Project.**

1. Get your project proposal approved by the company. Get a letter to that effect. If the company is going to reimburse your expenses, give you some allowance, let it be explicitly mentioned in the letter. Talk to your external guide (from the company) & get His/her approval.
2. Inform your institute & concerned faculty
3. Gen an approval from your internal guide.

## **2.3 Time frame for the SIP:**

The time required for specific activities largely depends on the nature of the project. However, general time frame for the SIP is as follows:

<b>Activity</b>	<b>Time ( In Days)</b>
Orientation in the company	7
Secondary Research	7
Designing of the Questionnaire	3
Sample Selection	3
Field Work	30
Data Tabulation & Analysis	4
Report Preparation	6

## **3.1 During the Project:**

Following things must be followed during the SIP:

1. Stick to the time frame. Late submissions of the project report are not acceptable in most institutes. If, due to unavoidable circumstances you are not able to complete your project in time, inform the company (including the external guide) & the institute (including the internal guide) well in advance, in writing.
2. Keep in touch with your guides on a regular basis.
3. Do not deviate from the prescribed format of the project report.
4. Exhibit polite & sincere behaviour throughout the project. Remember, your institution's reputation depends on your conduct, hence your placement opportunities.

5. Student shall write a project report on the topic selected under the guidance of a faculty & submit two copies of the same to the Director of the institute before 30<sup>th</sup> September deadline set by University of Pune.
6. The project report shall be assessed both internally (30mks) & externally (70mks). For external evaluation there will be a viva-voice at the end of third semester. Such a viva-voice shall be conducted by a panel of two referees appointed by the University.

### **3.2 Developing the Questionnaire:**

The questionnaire is an important part of your project & is an important tool in primary data collection. While developing the questionnaire, observe the following things:

1. The questionnaire should contain minimum number of questions to draw out maximum information.
2. The language used in the questionnaire should be simple & should be, as far as possible, non technical in nature.
3. The questions asked in the questionnaire could be open ended or close ended. Wherever possible, give multiple choices or use Likert scale.
4. The questionnaire should not contain any questions of offensive nature or questions that seek too personal information.
5. The questionnaire should not contain questions that are biased.

### **3.3 While on Field**

1. Be polite, patient & courteous to EVERYONE
2. Learn to accept denial, even occasional insult. Remember, your SIP has to be your learning experience.
3. As far as possible, get the entire questionnaire filled. If some questions are unanswered, find out the reasons for the answers not being provided.
4. Even a “No Response” is also a response.
5. During sampling, if you feel that the questionnaire is inadequate, make the necessary corrections in consultation with your guides.

### **3.4 After Data Collection:**

Data analysis is a very important part of SIP. It can be done through graphs, charts or tables. You may have to use various statistical tools for the data analysis. Consult your guides for this purpose.

### **3.5 Conclusions & Recommendations:**

For the company, this is the most important part of your SIP. Your conclusions should be based on facts & should be substantial. Your recommendations should reflect your free thinking ability & realistic approach. Make sure that your recommendations are specific & clear. Do not suggest something highly fancy or impractical. Consult your internal guide before writing this chapter.

### **3.6 Report Writing:**

Report of SIP has to be submitted in the prescribed format. A draft of the format is attached. Make sure that your project report contains the following chapters:

- Title Page
- Acknowledgements
- Certificates: These must include the certificate from the company (on company's letter head- photo copy will not do) certificate from the institute in the prescribed formats & certificate of student's declaration.
- Introduction- Objectives, methodology & scope.
- Company & product profile:
  - a. Name & address of the company
  - b. Vision & Mission
  - c. Historical background
  - d. Different departments
  - e. Organization chart
  - f. Different product profiles
  - g. Current status
  - h. Future plans
  - i. Any special awards
  - j. Any other relevant information of the organization.
- Data: Primary & secondary
- Data analysis
- Conclusion & Recommendations



- Bibliography: These are the sources of secondary data & contain both printed references & websites. Please note- do not include search engines as websites. Text references should be given as- Name of the author, name of the book, name of the publisher, specific page number. Websites should be alphabetically listed.
- Appendix: This contains a copy of the questionnaire, company product, literatures, competitor's product literatures & any other secondary report.

### **Report Writing Specifications**

<b>Sr. No</b>	<b>Description</b>	<b>Specification</b>
1	Length	5000 words, ranging between 60-70, A-4 pages
2	Paper	A 4 size executive bond white paper
3	Typing	Font- Times New Roman Font Size- 12 Line Spacing- 1.5
4	Margin	Left & Top: 35 mm Bottom & Right: 20 mm
5	Cover	Hard bound black with golden embossing
6	No of copies	2 hard bound 1 spiral bind
7	Front cover format	Refer- Annexure "A"
8	Draft company certificate	Refer- Annexure "B"
9	Draft of student declaration certificate	Refer- Annexure "C"

**Cover:** Hard bound Black

Front Cover –

Engraved letters in block capital (please refer to specimen of title page attached herewith)

Put transparency page before Title page, Company certificate and College certificate.

One white paper each, adjacent to front and back covers.

**Page Numbers:**

All the pages in the initial part are in small roman (i, ii, iii, iv, ...) centrally located at the bottom of the pages.

Page number (1,2,3,4 ...) should start from chapter no. 1 i.e. Introduction.

Each chapter should begin on a new page

Chapter pages are in numerical (CHAPTER 1, CHAPTER 2...)

**Chapter Numbers:**

Chapters should be serially numbered in numerical. Sections and subsections of chapters should be in decimal notation e.g. in chapter 2, section would appear as 2.1, 2.2, 2.2.1 etc.

Please note that – There will be no chapter numbers assigned to closing pages such as Bibliography & Annexure.

**Format**

**A. Initial/ Opening Pages:**

- a. Title page
- b. Acknowledgement
- c. Declaration
- d. College certificate
- e. Company certificate
- f. Executive Summary (Entire Report)
- g. Index/ Contents – Chapter Number, Chapter Title and Page Numbers

- h. List of Tables – Table number, title of table, page number
- i. List of Graphs/ Charts – Figure number, title of figure, page number

**B. Main Body:**

- 1. Introduction – Chapter 1 – Rationale of the study, sector profile in brief
- 2. Objectives and Scope of the project (Elaborately) – Chapter 2
- 3. Company and Product Profile – Chapter 3
- 4. Literature Survey – Chapter 4 – project related literature from relevant books, journals, articles etc.
- 5. Research Methodology – Chapter 5
  - i. Objectives (briefly)
  - ii. Type of Research
  - iii. Sampling – Universe, sample frame, sample unit, technique of sampling
  - iv. Data Collection Techniques/ Tools
  - v. Analysis Techniques – Statistical tools and techniques used.
  - vi. Limitations
- 6. Data Analysis and Interpretation – Chapter 6 – Presentation of tables and graphs prepared from the data collected in the following order
  - i. Table
  - ii. Graph/ chart
  - iii. interpretation
- 7. Findings – Chapter 7
- 8. Conclusions – Chapter 8
- 9. Suggestions/ Recommendations – Chapter 9

**3.7 Reference Section**

Any study needs references and due credits must be given to it by its proper mention in reference section.

Reference section is divided into three parts:

- 1) Bibliography
- 2) Footnotes
- 3) Annexure

1) **Bibliography:** the reference section deals with the presentation of bibliography. It is list of the sources of material used by the researcher. Bibliography is prepared category wise and then arranged in alphabetical order. Thesis, books, reports, journals, periodicals and unpublished sources, all these referred by researcher are given category wise and alphabetically. It must be prepared carefully and completed in all respects, so that it is easy to locate reference subject index and author index are included in the reference section for the benefit of the readers.

□ Bibliography entries are divided into three categories. They are:

1) **Published book:** this bibliography entry for a book is made up of three parts. They are: author, title and publication details. In case of author's name, the family name comes first followed by initials of the first name. In case of multiple authors, the sequence of authors is to be maintained as published in the book. The title of the book is to be reproduced as it is. Mention title of the book in italic. The publication details include name of the publisher, place and date or year of publication. Edition number (2<sup>nd</sup>, 3<sup>rd</sup> etc). Use of comma to separate three parts of this bibliography entry.

**Example:**

Kothari C. R., research methodology- methods and techniques, new age international publishers, New Delhi, 1985, second edition

2) **Journals:** typical bibliographical entry for journals and periodicals are done same as book mentioned above. The title of the article is to be reproduced as it is. Place the title of the article in quote marks. The publication details include the name of the journal, volume number or issue number, date or month of publication. In case the journal does not follow the volume number or issue number pattern, then it may not be included in the bibliographical entry. Mention the page number on which the article appears in the journal.

3) **Periodicals:** student may refer to various periodicals relevant to their topic of study and reference of the same may be given in the report. The title of the article refer to, is to be reproduced as it is. Place the title of the article in quote marks. The publication details include the name of the periodical, volume

number or issue number, date or month of publication. In case the journal does not follow the volume number or issue number pattern, then it may not be included in the bibliographical entry. Mention the page number on which the article appears in the periodical.

**Example:**

Ferguson lian, “the software puzzle”, MIS south Asia, June 2000, pp. 52-56

- 4) **Thesis:** thesis is the research work completed by the researcher in the form of thesis to any university, use as a source of material in the concerned subject. Referred part of thesis must be mentioned with the details as to the author/ researcher, respective page numbers, title of the thesis, name of university/ institution to whom submitted and the date/month/year of submission.<sup>3</sup>

**Example:**

Dr. shikha jain, “ impact of liberalization of public sector bank in india with a special reference to select bank efforts to meet the demand of competiton, consolidation and stability, “ page no.s 110-115, submitted to bharti university, September 2009.

**5) Online published material on the World Wide Web is done as follows.**

Name of the author or authors(surname first, first name and initials subsequently)

Title of the article

URL (complete URL description, date on which it is referred)

**Example:**

Kothari C.R.

Guidelines for technical writing

URL: <http://www.ent.edu/valy/techwrite.html>

October 5, 2009

**Note:** though ‘footnote’ is important part of reference section, but for preparing project reports footnotes are not used or not included.

**Bibliography May Extend To 2 Pages.**

## ANNEXURE

- An Annexure contains material which is needed to support the main body of the report but is too detailed/voluminous to be included in the text
- All the annexure should be referred to in the text and its significance or meaning pointed out. If its number is more than one, they should be designated as annexure A, annexure B and so on.
- Generally the kinds of data included in the annexure are questionnaires, statistical data, samples of forms of data sheets or data sheets used in the investigation and other materials which must be included for record. This are annexure in reference to the data presented in the project report and include the following
  - Blank questionnaire
  - Interview schedules
  - Complex tables
  - Technical notes
  - Financial data
- Company brochures or reports excerpts, etc. relevant to the research topic.

### **3.8 Summary and Conclusion**

This chapter contains three parts viz. main findings, policy suggestions and scope for further research study.

- Main findings:** findings are statements of factual information based upon data analysis. Students must consider following points while writing findings:
  - 1) Finding must relate to the data analyzed and project the rejection or proof of hypothesis
  - 2) The wordings of the findings must be simple and clear.
  - 3) All the findings must be sequences logically and serially listed. (1-2 pages)

- **Policy suggestions:** policy suggestions are some suggestions by the researcher to the organization based on his findings. In simple words, these are the recommendations for the future course of actions. These suggestions must relate to and flow from the findings. They should be practical, rational, specific and should be enlisted in the descending order of their importance. Students should avoid controversial recommendations.
  
- **Scope for further research study:** every research work has some limitations like constraints as to time, data availability, monetary limitations, sampling errors, statistical errors, etc. which may be scope for the project improvement. Also, some new questions may arise during present research work, which are not properly answered in the current project work which may be investigated further and may be indicated in the future scope.

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<b>3.</b>	COMPANY PROFILE	
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### List of Graphs

<b>Figure No</b>	<b>Title of Figure</b>	<b>Page No</b>

**ANNEXURE “A”**

(Font: Times New Roman)

**FRONT PAGE FORMAT**

(Font Size: 14)

A PROJECT REPORT

ON

**“PROJECT TITLE”**

(Font Size 18)

FOR

NAME OF THE COMPANY

SUBMITTED BY

(Font size: 14)

**STUDENT NAME**

**ROLL NO:**

SUBMITTED TO

**SAVITRIBAI PHULE PUNE UNIVERSITY**

***In the partial fulfilment of the requirements for the award of MBA***

(Font size: 12)

**RASHTRIYA SHIKSHAN MANDAL'S**

(Font size: 14)



**CHETTAN DATTAJI GAIKWAD INSTITUTE OF MANAGEMENT STUDIES**

**BATCH- 20.... - .....**

**ANNEXURE “B”**

**Draft of Company Certificate  
(On Letter Head of the Company)**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that (Student Name) has completed his/ her project work on the topic..... during the period from..... to.....

He/ She has been sincere, hardworking & punctual in his/her work.

We wish him/her success in his/her endeavours.

Authorized Signatory

Designation

Company Seal

**ANNEXURE “C” (This will be given by the Institute)**

**CERTIFICATE**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the project report  
entitled”.....”

At

“.....”

Submitted by

“Name of the Student”

In partial fulfilment of requirement for the award of MBA submitted to University of Pune under our guidance & supervision. To the best of my knowledge & belief the work presented has not been submitted earlier for the award of degree or diploma.

Director

Project Guide