	Suryadatta Education Foundation's **Suryadatta Institute of Management & Mass Communication (SIMMC)**	

Course Code 304:

SUMMER INTERNSHIP PROJECT

GUIDELINES

I] General Information

- Semester III - Course Code : 304
- Credits: 4 (100 Marks) –
- Internal concurrent evaluation (50 marks), External / University evaluation (50 marks).
- Generic Core Course - Compulsory for every student.
- Mandatory for student to seek advance written approval from the faculty guide and the Director about the topic and the organization before commencing for SIP.
- Duration: 8 weeks (2 months).
- SIP may or may not have functional focus. i.e. student may or may not take up SIP in his/her intended area of specialization or in any other functional area of management (such as Ethics, Economics, Law and other non-offered / non opted specializations like tourism, family business etc.). Ideally SIP should exhibit cross-functional orientation.
- SIP can be conducted in corporate entity, NGO, SME, Government sector, Cooperative sector.
- SIP may be research project – based on primary and secondary data OR may be operational assignment – student working on given assignment / task in an organization / industry – should focus on demands of workplace.
- Learning outcome and utility to organization must be specifically highlighted.
- Certificate by the industry as well as by the institute is mandatory.(Both the originals should be in single copy)
- Two black bond hard copies with golden embossing – Back to back printing is allowed
- The soft copy of the finalized report & scanned copy of the original company certificate to be uploaded to the prescribed email ID.
- **Deadlines**:
    - First draft presentation- *Monday 29th July to Wednesday 31st July 2019*. Spiral copies (both side printed TWO copies) of the draft report to be submitted at the time of presentation.

- Second round of follow-up presentation- First week of *September 2017*. Need not submit spiral report this time.
- Final internal presentation cum viva- *Monday 7th Oct 2019*. Fresh spiral copies (both side printed TWO copies) of the penultimate version of the report to be submitted to the panel at the time of viva cum presentation.
- *Friday Nov 8th 2019*: Final Black-bound copies to be presented to the internal guide, take guide's signature followed by Director's signature and keep the projects in your custody only.

II] Course Objectives:

- To offer the opportunity for the students to acquire on job skills, knowledge, attitudes and perceptions along with the experience needed to constitute a professional identity.
- To provide means to immerse students in actual supervised professional experiences.
- To give an insight into the working of the real organizations.
- To gain deeper understanding in specific functional areas.
- To appreciate the linkages among different functions and departments.
- To develop perspective about business organizations in their totality.
- To help the students in exploring career opportunities in their areas of interest.

III] Importance of summer project: The blend of theory and practice is achieved by summer internship project. The theory learnt in the 1st year can be better understood with the help of SIP. It helps in bridging the industry institution gap. The students get deeper insights into the functioning, process and working of an organization. He also gains adequate information about the roles, responsibilities and capabilities required for a desired career. The SIP project also serves as a tool where the student can display his expertise in the domain and in research area. If the SIP is done satisfactorily it can make the student very confident and it can also earn a PPO for the student.

IV] Evaluation Scheme:

- Internal viva – voce for 50 marks – by panel comprising of internal faculty guide and one additional faculty nominated by the director.
- External Viva-voce for 50 marks – by panel comprising of external faculty member and one internal faculty member nominated by the Director.
- Viva – voce will be at least 15 minutes for each student.
- Evaluation of project will be based on
  - Actual work undertaken by the student
  - Student's understanding of the organization and business environment
  - Outcome of the project
  - Utility of the project to the organization
  - Basic analytical capabilities
- Copies of SIP reports and records will be maintained by the institute for the period of 3 academic years.
- SIP is not applicable for grade improvement. As per ordinance no. 134 A & B, SIP cannot be revaluated.

V] Guidelines for writing the SIP Report

PRELIMINARY PAGES:

- Title Page.
- Institute (SIMMC) Certificate.- original
- Organization / Company Certificate.- original
- Declaration by student (signed).
- Acknowledgement by student (signed)
- List of Tables / Figures / Charts etc. (Note that all tables/ figures/charts must carry a number & title)
- List of Abbreviations (if any).
- List of Statistical Tools Used
- Index (with corresponding page numbers)

CHAPTERS: (Page Numbering starts here)

Executive Summary (this does not have any chapter number)

Chapter 1 - Introduction

Chapter 2 – Literature Review

Chapter 3 – Industry & Company Profile

Chapter 4 – Research Methodology / Tasks Carried out

Chapter 5 – Data Analysis & Findings OR Key findings / observations & learnings from the tasks carried out

Chapter 6 – Conclusions

Chapter 7 – Recommendations & Suggestions / Key contributions to the organization

Chapter 8 – Limitations of the study & Scope for further research / work

ANNEXURES:

1. Bibliography
2. References
3. Questionnaires
4. Exhibits
5. Maps
6. Detail Note on Statistical Tools Used
7. Etc. (Page numbering ends here)

Note: There is no stipulation about minimum or maximum number of pages of the report however if the SIP is done seriously, <u>a good quality report will surely be of minimum 50-60 pages or more than that</u>.

Executive Summary (about 2 pages)

Executive Summary provides a bird's eye view of the entire project work/report. Its goal is to communicate important aspects of the project work in a simple manner so that the information can be understood by all readers, irrespective of their knowledge area or expertise. It helps reader to understand the broader context of the project work done and derive meaningful information from the same.

An executive summary provides concise and specific information that can be understood in isolation.

a) Project Title, Name of the host organization, duration of the project work, area / department where project was executed
b) State the purpose/aim of the project work.
c) Describe the procedure used
d) The methodology or analytical process used
e) Provide the findings and outcome of the study

Chapter 1 –Introduction (about 4 - 6 pages)

Introduction chapter sets the tone and context for the project. This chapter outlines the problem / task undertaken by stating reasons behind the study, motives or rationale for conducting the study. It introduces the topic under review, brief background of the problem and contemporary developments thereon. It addresses practical / scientific utility of the topic under consideration or the need for the study. This chapter clearly sets objectives, which one intends to achieve by the end of the study.

This chapter explains

1) Background & Present Scenario
2) Brief Conceptual background
3) Need for study
4) Brief Statement of the problem
5) Need for the study
6) Objectives of the study
7) Chapter Scheme of the report (Chapter1- Introduction, Chapter 2- Literature review and so on)

Chapter 2 –Literature Review (about 6 – 8 pages)

This chapter explains –

1) Key concepts, terms and their definitions
2) Important theoretical models

Chapter 3 –Industry Profile & Organization (Company) Profile (about 10 – 12 pages)

Industry Profile: Brief overview of industry to which the company belongs. The overview to include aspects (indicative) such as –

1) Definition of the Industry
2) Industry evolution (globally) during last 5 / 10 / 20 years,
3) Industry evolution in domestic market in last 5 years,
4) Key players in the industry & their market shares (wherever possible),
5) Current demand drivers, demand scenario,
6) Current supply scenario,
7) Government rules / regulations (specific) pertaining to industry if any & its impact, projected industry growth,
8) Classification of the players – leader, challenger, follower,
9) Competitive position of SIP company within the industry in terms of market share / sales / product portfolio / clients etc., customers / customer segments catered by industry,

Note: 3 to 5 years of financial data, Market share data, Employee Data, Technology trends, etc. should be tabulated and / or graphically portrayed wherever possible.

Company Profile: Brief overview of the SIP Company. The overview to include aspects (indicative) such as

1) Company background – history, group, year of inception, Headquarter
2) Company promoters, Chairman / MD / CMD, CEO, Key collaborations, Vision, Mission, Values, Quality Policy, Awards, Certifications, etc.
3) Geographical presence across globe / India

4) Product portfolio across globe & India
5) Capacities / headcount / outlets
6) Closest competitors
7) Key customers
8) Latest financials with past trend (Don't paste P&L or Balance Sheet statements rather use charts to highlight key financials only)
9) Company CSR activities / initiatives / tie ups, etc.,
10) Company listings on stock exchanges (Don't paste scrip movement charts unless one specifically want to highlight / infer something from the chart),
11) Organization chart if available (clearly highlighting position of the department one worked for within the organization).
12) Recent news about the company

Chapter 4 –Research Methodology (about 10 pages)

This chapter explains –

1) Management Problem
2) Research Problem
3) Research Objectives
4) Hypothesis
5) Scope of the study
6) Research framework/ design
7) Data Requirements
8) Sources of Secondary data used for the study& a summary of the same
9) Primary data requirements and justification
10) Sampling Design
11) Population Definition
12) Sample size calculation & justification
13) Sampling technique used& justification
14) Choice of Tools of data collection instrument (surveys, questionnaire, interviews etc.),

15) Development & testing of the data collection instrument
16) Statistical tools used for' analysis of data

For better understanding, the table links the various stages in the research process to the above points:

	Stages in the research process	Typical Questions
1	Formulation of the problem	What is the purpose of the study: solve a problem or identify an opportunity?
		Is additional background information necessary?
		What information is needed to make the decision?
		How will the information be used?
		Should research be conducted?
2	Determine the research design	How much is already known?
		Can a hypothesis be formulated?
		What types of questions need to be answered?
		What type of study will best address the research questions?
3	Determine the data collection method and form	Can existing data be used to advantage?
		What is to be measured and how?
		What is the source of the data?
		Are there any cultural factors that need to be taken in to account in designing the data collection method?
		Are there any legal restrictions on the collection methods? What are they?
		Can objective answers be obtained by asking people?
		How should people be questioned?
		Should the questionnaires be administered in person, over phone, through mail, on the internet?

		Should electronic or mechanical means be used for the observations?
		What specific Behavior should the observer record?
		Should rating / ranking scales be used in the questionnaires?
4	Design the sample & collect the data	What is the target population?
		Is a list of population element available?
		Is a sample necessary?
		Is a probability sample desirable?
		How large should the sample be?
		How should the sample be `selected?
		Who will gather the data?
		How long will the data gathering take?
		How much supervision is needed?
		What operational procedures will be followed?
		What methods will be used to ensure the quality of the data collected?
5	Analyze and interpret the data	Who will handle the data?
		How will the data be coded?
		How will the data be analyzed? Descriptive statistics or inferential statistics?
		What analysis technique will be used?
6	Prepare the research report	Who will read the research report?
		What is their technical level of sophistication?
		Are managerial recommendations called for?
		What will the format of the report be?
		How will the report be presented?

Chapter 5 – Data Analysis & Findings OR **Key findings / observations & learnings from the tasks carried out** (about 20 pages)

Findings through data analysis must be related to the objective/s of the study. One can use SPSSS, MS Excel or simple mathematical formulae or statistical tools to analyze the data under study.

Data analysis (for research based projects involving primary data)

Each question needs to be analyzed. Map each question with the relevant objective/s (justify logic behind asking the question – i.e. how responses to individual question has contributed to the objective/s of the study.) Carry out analysis for the hypothesis statements (if any). Record / document descriptive statistics, results of statistical tests used (if any). Suggested format is as follows.

1) Question
2) Related objective/s
3) Descriptive statistics – Table (percentages, frequency table, Mean, Mode, SD etc.) A separate number should be given to each table. The same is to be updated in the index of tables.
4) A graphical/pictorial representation of the data (Appropriate representation of the data. A separate number should be given to each figure. The same is to be updated in the index of figures)
5) A brief statement on the observations drawn from the data. (2-3 lines).
6) A brief statement on the interpretations obtained from the observations (2-3 lines).

Expected:
a) Frequency tables
b) Charts/ graphs, histograms
c) Crosstabs
d) Case Summary
e) Descriptive statistics
f) Chi-square test
g) Correlation analysis

Desired:
a) T test
b) ANOVA
c) Regression analysis

d) Reliability analysis

After analyzing each question through format suggested (above), one can state hypotheses testing outcomes (if any) by stating

1) Hypothesis
2) Method of analysis
3) Supporting / significance values
4) Result of the hypothesis (Supported / Rejected)

Extensive Use of MS Excel &/or SPSS is expected.

<u>Data analysis (for non-research based projects involving primary data)</u>

Process mapping, relevant processes, what-if analysis, root cause analysis, activity charts, flow charts, tables, graphs, diagrams etc.

1) Each objective of the project should be supported by observations on the relevant processes, procedures or guidelines. It should have in-depth inferences.
2) Flow charts or models need to be depicted pictorially. (A separate number should be given to each figure. The same is to be updated in the index of figures)
3) This should be original work and not picked up from secondary data or earlier published literature.
4) If applicable, a trend analysis and a trend graph can be added.
5) The analyses should be worded crisply. It should be in point format.
6) A brief statement on the observations drawn from the procedures, processes etc. (2-3 lines)
7) A brief statement on the interpretations obtained from the observations (2-3 lines).

Note: The observations and findings must be based on data analysis and related to the project under study. One should not include any personal opinions or feelings which are not supported by data.

Chapter 6 – Conclusions OR (about 2 pages)

List your precise conclusions w.r.t. the Management Problem.

Chapter 7 –Recommendations & Suggestions / Key contributions to the organization (about 2 pages)

Outline your project's contribution to the host organization – through constructive recommendations and suggestions. i.e. How did your project help the organization to improve some aspect of its functioning?

a) Generating leads, creating a client database, client acquisition, market research, creative work (web page design, content development), online marketing, innovative marketing tactics/ communication strategies, relationship management, etc.
b) Reduction in inventory cost, working capital management, ratio analysis, operating expenses analysis, etc.
c) Process time reduction, reduction in defects, reduction in non-value added activities/ waste, process improvement initiatives, developing SOPs, etc.
d) Process documentation, manuals and format development, legal compliances matrix, analysis of various surveys, etc.

E.g. ask yourself

- Did my project help the organization by developing new systems / processes?
- Did my project help the organization by adding new clients?
- Did my project help the organization by reorganizing / reconfiguring existing systems / processes?
- Did my project help the organization by developing new forms, formats, manuals?
- Did my project help the organization by cutting costs?
- Did my project help the organization by identifying new problem areas and possible solutions? Etc.

Also list your learning through the project from various perspectives such as:

1) business perspective
2) managerial perspective

3) personal grooming perspective
4) challenges faced and how you addressed them

For e.g.

Soft skills learned / improved:
a) Communication skills
b) Presentation skills
c) Exposure to professional etiquettes
d) Behavioral skills
e) Team work
f) To cope up with work pressure
g) Meeting the deadlines

General management and domain related learning-
a) Planning
b) Organizing
c) Application orientation
d) Conceptual clarity
e) New concepts and jargons learned

Chapter 8 –Limitations of the study & Scope for further research (about 2 pages)

List down the limitations of the study w.r.t. the scope and the methods.

Also identify at least 3 to 5 areas for future study / research.

Annexure/s

1. Bibliography
2. References
3. Questionnaires
4. Exhibits
5. Maps
6. Detail Note on Statistical Tools Used
7. Etc. (Page numbering ends here)

Guidelines for Referencing

Journal article		
Author	In-text referencing	Model to follow in a reference list
One author	According to Shariff (2011), …	Shariff, J. F. (2011). Navigating assisted death and end-of-life care. CMAJ, 183(6), 643–644
3 – 4 authors	List all the authors in the signal phrase or in parentheses the first time you cite the source. Use the word "and" between the authors' names within the text and use the ampersand in the parentheses. E.g. (Kernis, Cornell, Sun, Berry, & Harlow, 1993)	In subsequent citations, only use the first author's last name followed by "et al." in the signal phrase or in parentheses. (Kernis et al., 1993)

Books		
One author	Russell-Bowie (2005, p. 14) found that "…." OR … as suggested in the literature (Russell Bowie, 2005)	Russell-Bowie, D. (2005). MMADD about the arts! An introduction to primary arts education. South Melbourne, Vic: Pearson Education Australia.
Two authors	A recent study (Wyn& White, 2008) predicted that … OR Wyn and White (2008, p. 17) pointed out that"… ." Note: Use an (&) within the parentheses, but use the word "and" in your sentence	Wyn, J., & White, R. (2008). Youth and society (2nd ed.). Sydney, NSW: Oxford University Press.

Three to five authors Note: First reference uses all the authors' surnames and then only the first author's surname followed by et al. is used for subsequent references	A recent study (Carmona, Heath, Oc, &Tiesdell, 2003) highlighted that … OR Carmona, Heath, Oc, and Tiesdell (2003, p.28) stated that "… ." Subsequent references: (Carmona et al., 2003, p. 33) or Carmona et al. (2003)	Carmona, M., Heath, T., Oc, T., &Tiesdell, S. (2003). Public spaces—urban spaces: The dimensions of urban design. Oxford, UK: Architectural Press.

EBook on web		
Electronic version of a print book (e.g., Kindle or Google books)	Gesser (2001) points out … Judaism, Christianity and Islam share many … (Peters, 2003). According to Ochs (2004, p. 55) …	Gesser, H. D. (2001). Applied chemistry: A textbook for engineers and technologists [Kindle Edition]. Retrieved from http://www.amazon.com

Electronic Sources		
Document on the World Wide Web	Lamp (2007) noted that …	Lamp, J. (2007). Citation styles for electronic media. Retrieved from http://lamp.infosys.deakin.edu.au/index.php?page=cite

Newspaper		
Newspaper article with an author	Barker (2009) reported that …	Barker, I. (2009, February 23). What does the student association do for you? Business Standard p. 16

Table Numbers:

Every table should be given a number (Arabic numeral) and should be cited in the text by that number, either directly, e.g., 'as seen in Table 4.1,' or parenthetically, e.g. '(see Table 4.1).' Tables should be referred to only by their serial numbers; expressions such as 'in the table below' and 'in the table above' must be avoided. Tables are numbered in the order in which they are to appear in the text.

Since tables are likely to appear in more than one chapter, tables can be assigned numbers as follows: chapter number followed by a point followed by the table number, e.g., Table 4.1 refers to the first table in chapter 4.1. Table should always follow a reference to it in the text. Table number (typed in Arabic numerals) and the title of the table (initial capital and no period at the end) must be place on a line above the table. Tables may have footnotes.

Figures:

A figure is any type of illustration other than a table (chart, graph, photograph, or drawing).Use figures to complement information in text or to simplify text. Number figures in the order they are first mentioned in text. Do not write "the figure above" or "the figure below." Figures should be large enough to read easily (between 8 point and 14 point font with sans serif typeface) and convey only essential information. The preferred typeface in figures is 12-pt Courier. Ensure that figures are simple, clear and consistent in presentation and vocabulary. Ensure data are plotted accurately and the grid scale is proportioned. Place labels close to the identified item. Axis labels on graphs should be parallel to their axes. Captions include the figure title and a brief, but descriptive, explanation of the figure. Double-space the caption and place it below the figure. The figure legend should be positioned within the borders of the figure.

SOME GUIDELINES REGARDING THE PROJECT REPORT PREPARATION

a) ***Number of Copies:*** The final report in 2 copies is to be submitted to the library. Only on acceptance of draft project report, the student should make the final copies. One certified copy will be returned to the student.

b) ***Acceptance Rejection of Project Report:*** The Institute holds the right to accept the project or suggest modifications for resubmission.

c) ***Format of the project report:*** The students must adhere strictly to the format for the submission of the project report.

d**)** ***Paper:*** The Report shall be typed on white executive bond paper, A-4 size for the final submission. One copy must be original (along with all original certificates) and subsequent copies may be photocopies on any paper.

e) ***Typing:*** The typing shall be of Times New Roman, font size 12, 1.5" spaced and on one side of the paper only, using black colour only.

f) ***Margins:*** The top, right & bottom margins must be 1" with the left margin being 1.5"

g) ***Binding:*** Resin bound in black with golden embossing.

h) ***Front cover:*** The front cover should contain the following details:

Top: The title in block capital of 6 mm to 15 mm letters.

Center: Full name of the student in block capitals of 6 mm to 10 mm letters.

Bottom: Name of the University, Institute, year of submission all in block capitals of 6 mm to l0 mm letters on separate lines with proper spacing and centering.

Title page pro-forma given at the end of this doc

TITLE PAGE PRO-FORMA

	Suryadatta Education Foundation's **Suryadatta Institute of Management & Mass Communication (SIMMC)**	

SUMMER INTERNSHIP PROJECT REPORT

On

"Title of the project"

at/for

"Name of the organization / company, Location"

By

"Name of the Student – LastnameFirstName"

(Only name, do not mention qualifications, and do not add Mr. / Ms.)

Under the guidance of

"Prof. *LastNameFirstName*"

E.g. (Prof. XXXXX)

Submitted to

"Savitribai Phule Pune University"
In partial fulfillment of the requirement for the award of the degree of
Master of Business Administration (MBA)
2019-20

Through

Suryadatta Education Foundation's
Suryadatta Institute of Management & Mass Communication (SIMMC)
Pune- 411021