



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
Syllabus for Master of Business Administration (Integrated), 10<sup>th</sup> Semester  
Subject Name: Industry Internship Project  
Subject Code: 25107101

# **Gujarat Technological University**

## **Master of Business Administration (Integrated)**



# **Handbook**

of

## **Industry Internship Project (IIP)**

*(Applicable from Academic Year 2020-21 onwards)*

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**GUJARAT TECHNOLOGICAL UNIVERSITY,  
AHMEDABAD**

**Master of Business Administration -  
Integrated**

**Guidelines for Industry Internship Project (IIP)**

**1. INTRODUCTION:**

The students will have to undergo Industrial Internship for 90 days on full time basis in 10th Semester and submit an “**Industry Internship Project Report**” by end of training.

Industry Internship Project (IIP), is an integral part of the academic curriculum of Integrated MBA. For the successful completion of the IMBA programmes, students are required to undergo Industrial Training as per the prescribed format and duration. Students are required to work with an organization for hands on experience during the semester X. The IIP is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization.

For this academic year, due to prevailing situation, students are allowed to undertake organization attached offline / online IIP or independent online IIP. The students may carry out their IIP training by physically visiting the organization located in vicinity of students’ place of living or work from home or conduct minor research online without being attached to any organization. In case of student physically visiting organization, student must strictly follow covid protocol issued by competent authority from time to time.



## **2. OBJECTIVES:**

- IIP aims at widening the student's perspective by providing an exposure to real life organizational environment and its various functional activities.
- This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.
- IIP also provides invaluable knowledge and networking experience to the students. During the internship, the student has the chance to put whatever he/she learned in the IMBA program into practice while working on a business plan or trying out a new industry, job function or organization.
- The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed during IMBA program at the institute.
- Some ideal projects for industrial internships can be in the areas of strategy formulation, business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, etc., among others. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the organizations where the student has to undergo internship. In some cases, even field work can also become an integral part of IIP. The student need not shy away from taking up such projects.
- An additional benefit that organizations may derive is the unique opportunity to evaluate the student from a long-term perspective. Thus, the IIP can become a gateway for final placement of the student.
- The student should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.



### **3. WHAT IS TO BE DONE?**

#### **Organization attached IIP (offline or online)**

- The student has to undertake project individually. Joint Projects are not allowed in any case. IIP Report is to be submitted by every individual student separately.
- There is no restriction on the number of students who can undertake the project work in one organization. The responsibility for ensuring the genuineness and quality of the project lies with each Institute. Institutes should explore the possibility and availability of genuine and quality-enriched projects when many students undertake the IIP in one organization.
- The University encourages IIP Campus Placement offers by organizations recruiting IIP trainees from the IMBA Institutes. Thus, there shall be no limit on the number of students who can be allowed from one Institute, to undertake the IIP in one organization.
- If the IIP 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.
- Thereafter, the student should prepare a report and submit one copy to the organization 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 should also obtain a certificate from the organization/s where the IIP was done and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II)**
- The university will arrange the external viva - voce for IIP. The student is expected to make a **15 – 20-minute presentation** before the examiner regarding the IIP project work



undertaken, which will be followed by questions by the examiner.

- **Plagiarism of IIP report should be less than 30%.**
- **Institute's IIP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**

### **Independent IIP (Online)**

- The student has to undertake project individually. Joint Projects are not allowed in any case. IIP Report is to be submitted by every individual student separately.
- If the IIP is undertaken independently, the student should identify a highly relevant topic in his/her domain area of specialization. He/she can then carry out a research-intensive project pertaining to the selected topic.
- The student, in consultation with faculty guide, should select a Major research topic. Under the guidance of faculty guide, student to follow systematic inquiry process to conduct the research on selected topic. It is expected from student to conduct relevant literature review before selecting the research topic.
- Only one student is allowed to work on one research topic. The responsibility for ensuring the genuineness and quality of the project lies with each Institute.
- Thereafter, the student should prepare a report and submit one copy to the institute. Students may submit hard copy or soft copy of report to the institute as per its requirement.
- The university will arrange the external viva - voce for IIP. The student is expected to make a **15 – 20-minute presentation** before the examiner regarding the IIP project work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of IIP report should be up to 30%.**
- **Institute's IIP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**



#### **4. CRITERIA FOR EVALUATION OF IIP**

The total marks for the IIP project will be 700 and it carries 30 credits. The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

**Internal Viva:** The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 200 to each student appearing for Viva in consultation with an external person(s) called from industry. (Guidelines for industry person: Preferably a person of senior managerial level and at least having industry experience of 5 years)

**External Viva:** External examiner shall be appointed by Gujarat Technological University. He / she will give marks out of 500 on the basis of parameters given below.

The external examiner shall have to give his / her comments to each student, immediately during or after the student's viva is over and before the next student's viva commences. The comments should reflect each student's contribution and performance, as well as the overall project's quality and significance. The reports should not be given back to the students; they should be handed to the Institute. The IIP coordinator shall then ensure that the scanned copies of external examiner certificate of each student is incorporated in the soft copy of the IIP report immediately after the Student's Declaration and before the Plagiarism Report. The report shall then be submitted to E-Portal of University in word and pdf formats.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself / herself before leaving the exam center.

Evaluation Parameters:

**For Organization Attached IIP (Offline and Online):**

<b>Sr. No.</b>	<b>Parameter</b>	<b>Weightage (%)</b>
1	Understanding of Industry / Organization	20
2	Objective, Literature Review, Research Methodology	20
3	Analysis and Interpretation, Conclusion	20
4	Learning from the study	10
5	Presentation tool/s and communication skill	10
6	Q / A handling	10
7	Report writing	10



**For Independent IIP (Online):**

**Note:**

The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study. The examiner must focus on the work done/ training taken by the students rather than the statistical tests / tools used by students in their project report.

**5. FREQUENTLY ASKED QUESTIONS (FAQS):**

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of IIP?	<b>The duration of IIP is 90days on full time basis.</b>
2	Is less than 90 days IIP allowed?	No, less than 90 days industrial training is not allowed in any case in IIP. Such students are not allowed in the IIP Viva evaluation. The students have to take training in next period and prepare a new project and have to appear as a <b>remedial student</b> in IIP Viva.
3	How many students are allowed in one company/organization?	There is no limit on the number of students from one Institute undertaking the IIP in one organization. The possibility of genuine and quality project work should be explored by the Institute though.
4	Is Joint Project allowed in IIP?	<b>No, Joint project is not allowed in IIP.</b> If more than one student from the same institute has taken training in the same organization then they should ensure that their projects are exclusive, distinct and genuine. <b>Even if students have done joint project, then both the students will be declared failed</b> and have to appear in IIP Viva as a remedial student.
5	Is it required to study Functional Departments of the Organization /	<b>Yes, it is compulsory</b> for all the students to study functional departments of the company / organization and put the details of the same into IIP report.( <b>For organization attached</b>



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**For academic  
year 2021-22  
ONLY**

	Company?	<b>program ONLY)</b>
6	Is it compulsory to carry out research study on IDP (Industry- Defined Problem) in organization attached IIP?	<b>No, it is not compulsory</b> for all the students to study a specific problem of the organization/ company, identified and given by company personnel or student and carry out research through suitable research methodology for finding probable solution of the problem.
7	Which type of research study can be done in IIP in independent online mode? (Compulsory for independent online IIP)	<b>Student may carry out Qualitative or Quantitative research study</b> on Primary or Secondary data depending on the selection of topic/problem and the scope of study in consultation with faculty guide.
8	What are the credits and marks of IIP?	IIP carries <b>30 credits</b> and <b>700 marks</b>
9	Is it compulsory for student to work under the guidance of Internal (Institute)faculty	<b>Yes, it is compulsory</b> for each institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for IIP
10	What is the proportion of Internal and External marks in IIP?	<b>The proportion is 30:70.</b> Out of total marks of 700 the internal examiner has to give marks out of 200 and the external examiner has to give marks out of 500.
11	Is it compulsory for the institutes to organize internal VIVA at institute before University IIPVIVA?	<b>Yes, it is mandatory</b> for all the institutes to organize internal IIP viva for their students. The internal evaluation carries 200 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide.
12	Is it required to attach company Certificate in the project report?	<b>It is desirable, in case of Organization Attached IIP (offline or online),</b> for all the students to attach company certificate in the project report. The company certificate must consist the duration for which the student has taken training in the organization. (Starting date and ending date)



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13	Is it required to attach institute certificate in the project report?	<b>Yes, it is required</b> for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Principal/Director of the institute
14	How much plagiarism/similarity is allowed in the IIP report?	Up to 30% plagiarism is allowed in the IIP reports.
15	If plagiarism is above 30%, what should be done?	<b>If plagiarism is above 30% the said report is not accepted for IIP VIVA.</b> It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above 30, re-work should be given to student. Such students are not allowed to appear in the external viva examination of IIP.
16	Is it compulsory to attach Plagiarism report?	<b>Yes, it is compulsory</b> for all the students to attach plagiarism report in the IIP report
17	Which plagiarism software should be used?	<b>The licensed software</b> must be used to check plagiarism. 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.
18	What is the passing criteria in IIP?	The passing criteria of IIP is same like other subjects of IMBA course.



**Annexure I**

**6. FORMAT FOR REPORT SUBMISSION:**

(Content of the report will be different for Organization Attached IIP and Independent IIP, faculty guide should help the student to prepare the report keeping in mind overall guideline)

**< First Page/Title Page >**

**Industry Internship Project Report**

On

**‘<Title of Project>’**

At

**<Name of Company / Organization>**

Submitted to

Institute Code: 123

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)

Offered By

Gujarat Technological University

Ahmedabad

***Prepared by:***

**<Name of Student>**

**< Enrolment No.>**

**MBA – Integrated (Semester X)**

Month & Year:



**<Second Page>**

**Desirable for Organization Attached IIP (Offline or online)**

**Date: \_\_/\_\_/\_\_\_\_**

**Company / Organization Certificate<on Company's 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 Industry Internship Project**  
**Report** **titled**  
“.....  
.....” at <Name of Company with location > during <From .....  
to.....>.



<Third Page>

**Student's Declaration**

(On separate page)

I hereby declare that the **Industry Internship Project Report** titled  
“ \_\_\_\_\_ **In (Name  
of the Company/ Organization)** is a result of my own work and my  
Indebtedness to other work publications, references, if any, have been duly  
acknowledged. If I am found guilty of copying from any other report or published  
information and showing as my original work, or extending plagiarism limit, I  
understand that I shall be liable and punishable by the university, which may  
include ‘Fail’ in examination or any other punishment that university may decide.

<b>Enrollment no.</b>	<b>Name</b>	<b>Signature</b>

Place: .....

Date:





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**<Fifth Page>**

**Plagiarism Report (Digital Receipt & Similarity Percentage Page)**



**<Sixth Page>**

Date: \_\_/\_\_/\_\_\_\_

**Institute Certificate<on Institute's Letterhead>**

[Please attach signed copy of this certificate in the report]

“This is to Certify that this **Industry Internship Project Report** Titled  
“.....  
.....” is the bonafide work of **<Name of Student  
(Enrolment No.)>**, who has carried out his / her 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 30%. 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)**



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**PREFACE (SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**SUBJECT INDEX (SEPARATE PAGE)**

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**FULL REPORT**

(Content of the report will be different for Organization Attached IIP and Independent IIP, faculty guide should help the student to prepare the report keeping in mind overall guideline)



## **Annexure II**

### **7. FORMATTING SPECIFICATIONS FOR REPORTS:**

- 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 IIP viva. Student has to take back the hard copy of report, once the viva- voce is over.)
- The WORD file may be converted to pdf format for online submission.



### **Annexure III**

## **8. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS**

### **ROLE OF DIRECTOR/ PRINCIPAL / HOD:**

- a. Considering the IIP as an important project for IMBA students
- b. Ensuring the regular visit of students at selected company for training & project.
- c. Providing the facility for completing project work in terms of library, computer lab, journals, company visited.
- d. Organize timely internal Viva – Voce for all the students

### **ROLE OF IIP COORDINATOR / FACULTY GUIDE:**

- e. Allocating students to each faculty members (Max. 15 students per faculty)
- f. Providing the guidance to students before sending them to companies.
- g. Helping the students to understand the importance of IIP.
- h. Inviting the experts from companies who are providing training to students.
- i. Encouraging and guiding students to prepare good quality report.
- j. Monitoring IIP progress report of students.
- k. Taking regular feedback from Company Mentor regarding the progress and involvement of the student during IIP
- l. Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.
- m. Sharing learning experiences and success stories of IIP project at [tmba@gtu.edu.in](mailto:tmba@gtu.edu.in)

### **ROLE OF STUDENTS:**

- n. Preparing the Project as per guidance from institute faculty guide and company mentor (if any) and submit the same within in time limit.
- o. Trying to explore the company to be expert in your area.
- p. Developing presentation skills for grabbing the job opportunity.
- q. Preparing the good quality report individually as per the guidelines given in IIP Handbook.

**ALL THE BEST**