

# Gujarat Technological University

## Master of Business Administration



# Handbook

of

## SUMMER INTERNSHIP PROJECT (SIP)

*(Applicable from Academic Year 2017-18 onwards)*

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# GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### GUIDELINES FOR SUMMER INTERNSHIP PROJECT (SIP)

#### 1. INTRODUCTION:

The students will have to undergo Summer Training for **five-six weeks** after the completion of the Second Semester and submit a **“Summer Internship Project Report”** by end of training.

Summer Internship Project (**SIP**), is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, students are required to undergo to SIP as per the prescribed format and duration. Students are required to work with an organization for hands on experience during the semester gap of Semester II and semester III. The students may carry their SIP training at the organization located within the geographical boundary of Gujarat/India/Foreign Country. The duration of the SIP is six weeks.

Students, who go for the **‘International Experience Program (IEP)’** during summer under GTU approved arrangements, shall prepare a report on any business they study in that country and submit report at foreign country and complete viva. **The report which is prepared at foreign university shall be considered as SIP report for evaluation purpose.** The SIP guidelines mentioned here are not applicable to students who go in IEP as they have to prepare a report in the foreign university as per foreign university norms (if any). However students have to follow formatting guidelines and attach a copy of certificate awarded by foreign university/organization at foreign country during IEP in annexure part of the project.

#### 2. OBJECTIVES:

- SIP 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.
- SIP 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 1<sup>st</sup> year of MBA 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 in the first year at the MBA institute. The summer interns also serve as unofficial spokespersons of the organization and help in image building on campus.
- Some ideal projects for summer 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 SIP. 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 SIP 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?**

- **The student has to undertake project individually. Joint Projects are not allowed in any case. SIP Report is to be submitted by every individual student separately.**
- **More than 5 students of same institute are not allowed to undertake project in the same organization/company (irrespective of branch / location etc.). All the students (max. 5) working in same organization must prepare a report on different topics.**
- The SIP 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 SIP 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 SIP. The student is expected to make a **15 – 20 minutes presentation** before the examiner regarding the SIP project work undertaken, which will be followed by questions by the examiner.
- **Plagiarism of SIP report should be less than 30%.**
- **Institute’s SIP 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 SIP

The total marks for the SIP project will be **200** and it carries **6 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 60 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 140 on the basis of parameters given in Annexure I.

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.

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

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of SIP?	<b>The duration of SIP is 5-6 weeks.</b> In any case it should not be less than 5 weeks.
2	Is less than 5 weeks SIP allowed?	No, Less than 5 week training is not allowed in any case in SIP. Such students are not allowed in the SIP Viva evaluation. The students have to take training in next summer and prepare a new project and have to appear as a <b>remedial student</b> in SIP Viva.
2	How many students are allowed in one company/organization?	In any case more than 5 students from same institute are not allowed in same organization/company irrespective of branch/ location/ department etc. It is to be noted here that no two students from same institute are allowed in the same department/ location/ branch of the organization/ company.

3	Is Joint Project allowed in SIP?	<b>No, Joint project is not allowed in SIP.</b> As mentioned in the point no.2 If two students from same institute have taken training in the same organization then they must have to take training in the different departments and have to prepare different reports which are to be submitted separately by each student for evaluation. <b>Even if students have done joint project then both the students will be declared failed</b> and have to appear in SIP Viva as a remedial students
4	Is it required to study Functional Departments of the Organization / Company?	<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 SIP report
5	Is it compulsory to carry out research study on IDP (Industry- Defined Problem) in SIP?	<b>Yes, it is 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 a research through suitable research methodology for finding probable solution of the problem.
6	Which type of research study can be done in SIP?	<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.
7	What are the credits and marks of SIP?	SIP carries <b>6 credits</b> and of <b>200 marks</b>
8	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 SIP
9	What is the proportion of Internal and External marks in SIP?	<b>The proportion is 30:70.</b> Out of total marks of 200 the internal examiner has to give marks out of 60 and the external examiner has to give marks out of 140
10	Is it compulsory for the institutes to organize internal VIVA at institute before University SIP VIVA?	<b>Yes, it is mandatory</b> for all the institutes to organize internal SIP viva for their students. The internal evaluation carries 60 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.
11	Is it required to attach company Certificate in the project report?	<b>Yes, it is compulsory</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)
12	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

13	How much plagiarism/similarity is allowed in the SIP report?	Upto 30% plagiarism is allowed in the SIP reports.
14	If plagiarism is above 30%, what should be done?	<b>If plagiarism is above 30% the said report is not accepted for SIP 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 SIP
15	Is it compulsory to attach Plagiarism report?	<b>Yes, it is compulsory</b> for all the students to attach plagiarism report in the SIP report
16	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.
17	What is the passing criteria in SIP?	The passing criteria of SIP is same like other subjects of MBA course.
18	How many copies of project report are required to submit?	It is compulsory for each student to bring <b>one hard copy</b> (spiral binding) of project at the time of University SIP viva. Students are not required to submit hard copy at University. In case if institutes require then they may ask for hard copy submission. The submission of project report is required as under. <b>For University:</b> Soft Copy [The institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal] <b>For Institute:</b> One Soft/ Hard Copy (as per the requirement of institute) <b>For Student:</b> One Hard copy ( <b>compulsory requirement</b> ) The same hard copy of project has to bring during External Viva <b>For Company/Organization:</b> Soft /Hard Copy (as per requirement of Company)

## Annexure I

### 6. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

**i) Study of Functional Departments:** Clear understanding and study of functional departments; understanding of the organization/unit/field.

**ii) Introduction of problem/topic:** Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).

**iii) Literature Review:** Published studies, review of similar studies

**iv) Details about the study:** Objectives, formulation of the problem, scope, and rationale of the Study.

**v) Methods / Methodology adopted for the study:** Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.

**vi) Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.

**vii) Contribution and learning from the project:** Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.

**viii) Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organizations.

**ix) Presentation of the report, format of the report, flow of the report, style, language, etc.**

**x) Performance during VIVA:** Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, etc.

#### 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.

## Annexure II

### 7. FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >  
**Summer 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 (Semester - III)**

Month & Year:



<Third Page>

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

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

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

“This is to Certify that this **Summer 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)**

**< Fourth Page >**

**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 Summer Internship Project Report titled "....." at <Name of Company with location > during <From ..... to..... >.**

**<Fifth Page>**

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

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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**

## **Annexure III**

### **8. 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 SIP 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 IV

### 9. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

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

- Considering the SIP as an important project for MBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

#### ROLE OF SIP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members (Max. 15 students per faculty)
- Make sure that no more than 5 students are allowed to work in same company.
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of SIP.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring SIP progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during SIP
- 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.
- Sharing learning experiences and success stories of SIP project at [mba@gtu.edu.in](mailto:mba@gtu.edu.in)

#### ROLE OF STUDENTS:

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

**ALL THE BEST**