Gujarat Technological University

Master of Business Administration

Handbook

of

SUMMER INTERNSHIP PROJECT (SIP)

(Applicable from Academic Year 2024-25 onwards)

Contents

Sr. No.	Topic	Page No.
1	Introduction: Summer internship Project (SIP)	3
2	Objectives: Summer internship Project (SIP)	3
3	Guidelines regarding content and flow of the project	4
4	Criteria for evaluation of SIP	5
5	Frequently Asked Questions (FAQs) for SIP	6-8
6	Annexure I: Parameters for Evaluation	9
7	Annexure II: Format for Report Submission	10-15
8	Annexure III: Formatting Specification	16
9	Annexure IV:: Role of Director, Faculty Members & Students	17

GUJARAT TECHNOLOGICAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)
GUIDELINES FOR SUMMER INTERNSHIP PROJECT (SIP)

1. INTRODUCTION:

The students will have to undergo Summer Training for **six weeks** after the completion of the Second Semester and submit a **"Summer Internship Project Report**" by end of the 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 SIP as per the prescribed format and duration. Students are required to work with an organization for hands on experience during the semester gap between Semester II and Semester III. The students may carry out their SIP training at the organization located within the geographical boundary of Gujarat/India/Foreign Country.

Students, who go for the '**International Experience Program (IEP)'**during Summer vacation under GTU approved arrangements, shall prepare a report on any business they study in that country and submit a report and get evaluated for it at the foreign University itself. **The report which is prepared at** the **foreign University shall be considered as SIP report for evaluation purpose.** The SIP guidelines mentioned here are not applicable to students who go for 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 as mentioned herein and attach a copy of the certificate awarded by foreign University/ Organization at foreign country during IEP, as an annexure in the project report.

2. OBJECTIVES:

SIP aims at:

- Widening the students' perspective by providing an exposure to real life organizational environment and its various functional activities.
- Enabling students to explore an industry/organization, network with a prospective employer and hone their professional skills and build their functional knowledge.
- Understand the application of management knowledge gained in their first two semesters of MBA and apply the same in the given project / assignment at the assigned 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. 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 students.

3. IMPORTANT GUIDELINES:

- SIP comprises of two broad components :
  - i) The overall understanding of the business operations and functional activities of the organization. Here, the student is expected to first understand the organization and it's functioning and the industry/ field in which the organization is operating
  - ii) An in-depth analysis of any concern/problem area or any functional activity as given by the organization as per their need. Here, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, 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.
- There is no restriction on the number of students from the same Institute who can undertake the Summer Internship cum Project work in one organization.
- While the first component shall be common to all students undergoing Summer Internship in a given organization, every student has to undertake the second component i.e. the project work individually. Joint Projects are not allowed in any case. SIP Report has to be submitted by every individual student separately.
- 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 and 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 students should ensure that the data and other information used in the study report is obtained with the permission of the Institution/organization concerned.
- The students should behave ethically, be honest to their work, be contributory to the organization, observe and learn and gather as much useful knowledge and skills for better performance in academics and profession.
- 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 SIP in one organization.
- The SIP process requires students to work under the mentorship of an executive of the concerned organization and also with a faculty member of the Institute where the student is studying.
- Every student is required to 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)**
- On completion of the SIP, the student is required to 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 University will arrange the external viva - voce for SIP. The student is expected to make a **15 – 20-minute** 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. PROCESS AND CRITERIA FOR EVALUATION OF SIP

The total marks for the SIP project will be 200 and it carries 4 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.

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 over to the Institute. The SIP coordinator shall then ensure that the scanned copies of external examiner's certificate of each student is incorporated in the soft copy of the SIP 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.

Sr. No.	Frequently Asked Questions	Answers of FAQs
1.	What is the duration of SIP?	**The duration of SIP is 6 weeks**. In any case it should not be less than 6 weeks.
2.	Is less than 5 weeks SIP allowed?	No, less than 6-weeks 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 in the SIP **remedial viva/exam.**
3.	How many students are allowed in one company/organization?	There is no limit to the number of students from one Institute undertaking the SIP in one organization. The possibility of genuine and quality project work should be explored by the Institute though.
4.	Is Joint Project allowed in SIP?	**No, Joint project is not allowed in SIP**. 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. **If the students have done joint project then both the students will be declared failed** and have to appear in remedial SIP Viva/exam.
5.	Is it required to study Functional Departments of the Organization / Company?	**Yes, it is compulsory** for all the students to study functional departments of the company / organization and put the details of the same in the SIP report.
6.	Is it compulsory to carry out research study on IDP (Industry- Defined Problem) in SIP?	**Yes, it is compulsory** for all the students to study a specific problem of the organization/ company identified and given by company personnel or chosen by the student, and carry out a research through suitable research methodology for finding probable solution of the problem.
7.	Which type of research study can be done in SIP?	**Student may carry out Qualitative or Quantitative research study** on Primary or Secondary data depending on the selection of topic/problem and the scope of study.
8.	What are the credits and marks of SIP?	SIP carries **4 credits** and **200 marks.**

9.	Is it compulsory for student to work under the guidance of Internal (Institute) faculty	**Yes, it is compulsory** for each Institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for SIP.
10.	What is the proportion of Internal and External marks in SIP?	**The proportion of Internal: External marks is 30:70.** 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.
11.	Is it compulsory for the Institutes to organize internal VIVA at institute before University SIP Viva?	**Yes, it is mandatory** 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.
12.	Is it required to attach company Certificate in the project report?	**Yes, it is compulsory** for all the students to attach company certificate in the project report. The company certificate must mention the duration for which the student has taken training in the organization. (starting date and ending date).
13.	Is it required to attach Institute certificate in the project report?	**Yes, it is required** 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 SIP report?	Up to 30% plagiarism is allowed in the SIP reports.
15.	If plagiarism is above 30%, what should be done?	**If plagiarism is above 30%, the said report is not accepted for SIP Viva.** It is the responsibility of the internal guide to check the plagiarism level and in case 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 unless the permitted plagiarism is attained by correcting the report.
16.	Is it compulsory to attach Plagiarism report?	**Yes, it is compulsory** for all the students to attach plagiarism report in the SIP report.
17.	Which software should be used to find the plagiarism percentage?	**The licensed software** must be used to check plagiarism. Open source and free software are not allowed. If University is providing licensed software to Institutes, it is compulsory for all Institutes to use the same software to check the plagiarism.

18.	What is the passing criteria in SIP?	The passing criteria of SIP is same like other subjects of MBA course i.e. 50% marks separately in both components – internal (out of 60 marks) and external (out of 140 marks).
19.	How many copies of project report are required to be submitted?	It is compulsory for each student to bring **one hard copy** (spiral binding) of project at the time of University SIP viva. Students are not required to submit hard copy at University. In case the Institutes require, then they may ask for hard copy submission. The submission of project report is required as under. **For University:** Soft Copy [The Institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal] **For Institute:** One Soft/ Hard Copy (as per the requirement of the Institute) **For Student:** One Hard copy **(compulsory requirement)** The same hard copy of project has to bring during External Viva. **For Company/Organization:** Soft /Hard Copy (as per requirement of the Company)

Annexure I

PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

1) **Study of Functional Departments:** Clear understanding and study of functional departments, understanding of the organization/unit/field.
2) **Introduction of problem/topic:** Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).
3) **Literature Review:** Published studies**,** review of similar studies
4) **Details about the study:** Objectives, formulation of the problem, scope, and rationale of the Study.
5) **Methods / Methodology adopted for the study:** Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.
6) **Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
7) **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.
8) **Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organizations.
9) **Presentation of the report, format of the report, flow of the report, style, language, etc.**
10) **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

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:

_____

<Second 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……. >.**

Name and Signature of the Industry Mentor:

Name & Signature of the Certifying Officer:

<Third Page>

Student's Declaration

(On separate page)

I hereby declare that the **Summer 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.

Enrollment no.	Name	Signature

Place: ……..

Date: ……..

<Fourth Page>
External Examiner's Report

This is to certify that project work embodied in this report entitled **<"Title of Project">** was carried out by **<Student Name and Enrollment no.> of <Institute name & code>.**

The report is approved / not approved.

Comments of External Examiner:

This report is for the partial fulfilment of the requirement of the award of the Degree of Master of Business Administration offered by Gujarat Technological University.

(**Examiner's Sign**)
Name of Examiner:
Institute Name:
Institute Code:

Date:
Place:

<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 **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)

PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

FULL REPORT

Annexure III

FORMATTING SPECIFICATIONS FOR THE REPORT:

- 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

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, and company visit.
- 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)
- Providing guidance to students before sending them to companies.
- Helping the students to understand the importance of SIP.
- Inviting the experts from companies who may providing training to students and also help in conducting internal viva of the 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 students 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

ROLE OF STUDENTS:

- Preparing the good quality Project Report as per GTU guidelines given in the SAIP Hand-book and as per the guidance from Institute faculty guide and company mentor (if any) and submit the same within time limit.
- Trying to explore the company to gather as much information and enhancing one's knowledge.
- Developing a quality Report Presentation and learning good presentation skills for grabbing job opportunity.

ALL THE BEST