

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

BBA GGS Indraprastha University

BBA 311: Summer Training Report & Viva Voce (Credit-6)

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

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Summer Training Report & Viva Voce

Objective

As part of curriculum, students of BBA Semester V are required to prepare a detailed report of work done during summer internship. The objective of this Circular is to standardise the format of submission of the project report and to lay guidelines to conduct the project. This project work is the training for applying theoretical concepts, tools & techniques to a live situation/problem and writing a Technical Report on the topic in which you have done your internship.

University Scheme for Project

As per the syllabi of BBA (Paper code BBA-311, students of Semester V are required to write a Project Report based on the work done during summer internship comprising of 6 credits. The project report has two components, viz.

- | | | |
|-----|----------|---|
| (a) | External | : Project Viva (50 Marks), where viva would be undertaken by an external examiner. |
| (b) | Internal | : Conduct & Submission Project Report (50 Marks)
It involves conduct of study & submission of report. Viva will be conducted twice <ul style="list-style-type: none">• Viva I- Along with first two chapters (20 Marks) will be conducted along with Mid Term I• Viva II- All chapters complete (20 Marks)• Submission of Report (Hard Copy & Soft Copy) (10 Marks) |

General

- A) The students would do the project individually and on different topics (even if they have done training in same company and at same profile).
- B) The students will indicate their interest of research area in one of the following:
General Management/ Marketing/ Finance/ HR
- C) The allocation of guide and students will be done on the basis of matching the area of the guides to the interest area indicated by the student. Students are not allowed to ask for a particular guide.
- D) The students are not allowed to change their groups/ topics/guides once allocated
- E) Marks would be allocated on the following criteria:
- F) Soft / Hard Copies of questionnaires/ surveys used must be submitted to the research guides.
- G) In case of secondary data used for research (All data /sources/back ground work should be with the guide)

CHAPTER PLAN OF SUMMER TRAINING REPORT

The methodology for carrying out the project is given in the following paragraphs. Each student is to compile his/her study in **FOUR chapters** as detailed below:

Chapter- 1: Introduction

1.1 Introduction to Topic (Concept/ Variable)

1.2 Review of Literature

A brief theoretical backdrop and literature review about the project is required to be given like referring to some standard text books, journals, magazines, newspaper, etc. Attempt should be made to collect **latest information** by scanning latest literature from books and articles published in magazine, periodicals, journals, etc.

1.3 Objectives of Study: It should be pragmatic and consistent with the title of the study and achievable during the course of study within the prescribed schedule. Students are advised to develop the objectives in consultation with their respective guides. The objectives must start with action oriented verbs. A sample of objectives is given below as example:

- (a) To study the growth of sales of RO Water Purifiers.
- (b) To compare the market, share of branded and local manufacturers of RO Water Purifier.

1.4 Research Methodology

1.1.1 Research Design- Exploratory/ Descriptive/ Experimental

1.1.2 Data Collection-

- Primary Data
- Secondary Data

1.1.3 Sampling

- Sampling Technique
- Sampling Design
- Sample Unit
- Sample Area
- Sample Size

1.1.4 Data Analysis Tools- Graphs, Chart, Percentage etc

1.2 Limitations of the study

Chapter- 2: Introduction to Industry and Company Profile

2.1 Profile of Industry- It should include type of industry & business in which the company is operating. Information about Industry size, major players and SWOT analysis of industry.

2.2 Profile Organisation/Company: Briefly explain the nature of the organisation and its business. It should include type of industry & business in which the company is operating, its vision & mission, geographical & functional area of operation, size of organisation & its structure, turnover, market share & position of the company in the industry, product range,

present leadership, strengths & weaknesses, if any.

Chapter 3: Analysis and Interpretation of Data

Here the main analysis of the work that was done during the training is presented. Data can be analysed with the help of processes, graphs, charts and tables.

For e.g. suppose you have studied the HR Policies and Practices of Infosys during your internship. Then explain recruitment, selection, training, and development and compensation procedure and programmes of Infosys in detail. For the analysis of survey, you can use mean / standard deviation / percentage method and pie diagrams and bar diagrams for the presentation.

Chapter 4: Findings, Suggestions and Conclusions

Findings- Main findings from the analysis (to be mentioned pointwise)

Suggestions: are the final suggestions that you would like to give to company after undertaking the study

Conclusions

This Chapter should comprise the results of the study & these are to be presented and supported by facts & figures in narrative form and be culled out from the Chapter-3. The sequence of the results must be consistent with the objectives of the study mentioned in Chapter-1.

References

Follow APA style of Referencing (8th edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

Examples are given below:

1. D.L. Carney, J.I. Cochran, "The 5ESS Switching System: Architectural Overview," *AT&T Technical Journal*, vol. **64**, no. **6**, July-August 1985, pp. 1339-1356.
2. A. Stevens, *C++ Database Development*, MIS Press, New York, 1992, p. 34.
3. www.ibm.com/in

Annexures

- Questionnaire (*if applicable*)
- Table/ Charts/ Graphs (*if applicable*)

FORMAT OF THE PROJECT REPORT

Format

The final report should be written and compiled in the following the sequence:

- (a) Title Page
- (b) Summer Internship Certificate
- (c) Certificate (s)
- (d) Acknowledgements
- (e) Executive Summary
- (f) Contents
- (g) Body of the Project Report (As per Appendix B)
- (h) References/Bibliography
- (i) Appendices

Title Page

The format of the title page is attached as **Annexure-I**.

Certificate

A certificate of the organisation where the student has conducted the project may also be attached separately before the Institute's certificate.

The format of the certificate is attached as **Annexure-II**.

Acknowledgements

In the "Acknowledgements" page, the writer recognizes his indebtedness for guidance and assistance by the faculty guide and any other member (s).

Executive Summary

Executive Summary is a brief or condensed summary of the project for higher-level management positions. It should be about 2-3 pages in length. It should comprise company profile, objectives & scope of the project, methodology and tools used, results, limitations, and directions for future development, if any.

Contents

The format of Contents is attached as **Annexure-III**.

Body of the Project Report: Guidelines for Project Report Writing

The guidelines for writing the Project Report (methodology) are detailed above. Following aspects must be adhered to:

(a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

(b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase.

Paragraphs

are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, 2.3 ----etc.

(c) **Page Specifications:**

- (i) Left Margin : 1.25 inch
- (ii) Right Margin : 1 inch
- (iii) Top Margin : 1 inch
- (iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

(i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.

(ii) **Paragraphs Heading Font Size:** 12, Times New Roman.

(iii) **Page/Title Font Size:** 14

(f) **Structure of Final Report:** A project report should be covered between 60 to 70 typed pages in **double space** about 10,000 words (excluding Appendices and Bibliography) on A4 size paper with 12 font size. 10 % variation is permissible.

(g) **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:

(i) **Table No-1: Number of Employees in Organisation ABC**

(ii) **Figure No-1: Sales Figures of RO Water Purifier 2014-2015**

(h) **Binding & Color Code of the Report:**

- (i) Hard Bound Report
- (ii) Background of the cover page - **Black**
- (iii) Letters in Golden

References/Bibliography

- 8. Examples are given below:
 - 1. D.L. Carney, J.I. Cochran, "The 5ESS Switching System: Architectural Overview," *AT&T Technical Journal*, vol. **64**, no. **6**, July-August 1985, pp. 1339-1356.
 - 2. A. Stevens, *C++ Database Development*, MIS Press, New York, 1992, p. 34.
 - 3. www.ibm.com/in

Annexures

- 9. The appendices are to be attached at the end of the report and to be numbered as Annexure -A, Annexure -B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No_". The para number should be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s).

The annexures, if any, are to be attached immediately after the said appendix. The annexures are to be numbered as Annexure-I, Annexure-II etc.

Summer Internship Project

on

Title of the Project Report

(Font size = 18)

*Submitted in partial fulfillment of the requirements
for the award of the degree of*

Bachelor of Business Administration (BBA)

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
(Guide Name)
(Designation with Department)

Submitted by:
(Student name)
Complete Roll No.:

University Logo

**(Name of the University)
Batch (2019-2022)**

CertificateNo1

Include certificate that you get from the industry.

Certificate No 2

This is to Certify that the Project Report (BBA-311) titled “ _____ ”

done by _____, Roll No. _____, is

completed under my guidance.

Signature of the Guide

Date:

Name of the Guide:

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2	Certificate	
3	Acknowledgements	-
4	Executive Summary	-
5	Chapter I: Introduction <ul style="list-style-type: none">• Introduction to the topic (Concept/ Variables)• Review of Literature• Objectives of the study• Research Methodology• Limitations of the study	-
6	Chapter-2: Profile of the Organization & Industry <ul style="list-style-type: none">• Profile of the Industry• Profile of the Organization	-
7	Chapter-3: Analysis and Interpretation of Data	-
8	Chapter-4: Findings, Suggestions and Conclusion	
10	References/Bibliography	-
11	Annexures	-