LDRP – INSTITUTE OF TECHNOLOGY & RESEARCH, KSV

MASTER OF BUSINESS ADMINITRATION

MBA SEMESTER II YEAR I

CC 208 SUMMER PROJECT (4 Credits)

COURSE GUIDELINES

The Summer Project also known as Summer Internship Programme (SIP) is a compulsory component of the MBA curriculum with 4 credits and must be completed for successful fulfilment of the degree requirements. Conducted after the first year—post-second semester and prior to the commencement of the second year—the SIP provides students with six to eight weeks of practical organisational exposure, not exceeding ten weeks under any circumstances.

The SIP is intended to broaden students' perspectives by engaging them in real organisational and industry environments. It enables them to apply first-year learning, acquire practical skills, and build professional networks. Organisations, in turn, benefit from the interns' objective insights and may use the internship to assess candidates for potential long-term employment.

Students are expected to work under the supervision of both an organisational mentor and a faculty guide. They must develop an understanding of the organisation and its industry context, define the study's objectives and rationale, adopt an appropriate methodology, and conduct suitable analyses. Recommendations and action plans may be included where relevant.

Upon completion, students must prepare a formal report, submit copies to both the organisation and the institute, and attach an authorised internship certificate. Ethical conduct and proper permission for the use of data are mandatory throughout the process.

Each student must submit a project report based on research conducted in a business, industrial, or related organization. The report should identify current or potential organizational problems and propose managerial solutions or recommendations. It should reflect originality, analytical capability, and creative problem-solving. The report must incorporate fieldwork, surveys, interpretation, and the design or improvement of management processes, supported by scientifically analyzed data and accompanied by practical recommendations.

The University will conduct the evaluation of the SIP reports. For this purpose, one external faculty member and one faculty member from the institute will be appointed as examiners. Each student must deliver a 15-minute presentation on the SIP project, followed by a question–answer session.

The SIP is evaluated out of a total of 100 marks, with 50 marks allotted to the external examiner and 50 marks to the internal examiner for assessment. Report will be assessed on the following criteria:

1. **Introduction:** Clarity of topic, organisational and industry understanding.
2. **Literature Review:** Reference to relevant published work and similar studies.

3. **Study Details:** Objectives, problem formulation, scope, and rationale.
4. **Methodology:** Appropriateness and justification of analytical, survey, field, or other methods.
5. **Analysis and Conclusions:** Logical analysis, data sources, and alignment of conclusions with objectives.
6. **Contribution and Learning:** Value to the organisation and learning outcomes for the student.
7. **Acknowledgements:** Proper citations, references, and recognition of assistance.
8. **Report Presentation:** Structure, flow, format, style, and language.
9. **Oral Presentation:** Content quality, clarity, delivery, responses to questions, and time management.
10. **Overall Impression.**

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: Only One side of paper

Binding of Report: Spiral Binding

Number of hard Copies: One hard copy

The WORD file is to be converted to pdf format for online submission.

The PPT file is to be submitted for online submission.

SUMMER INTERSHIP PROGRAM Report Parts (on next pg.)

Seat No.: **Enrolment No:**

Title of the Project:

(this page should not have page number)

[As a partial of fulfilment of the Master of Business Administration for

Summer Internship Program]

Submitted to

MBA Department

LDRP-Institute of Technology and Research, Gandhinagar.

(Affiliated to Kadi Sarva Vishwavidyalaya, Gandhinagar)

Under the Guidance of

(Sign. Of Guide)

(Name of Gude)

Submitted by:

EXAM No.:
NAME OF STUDENT:

MBA-I/ SEMESTER-II

Sign of External Examiner Sign of Internal Examiner

_____ _____

LDRP-Institute of Technology and Research, Gandhinagar.
MBA Department
Batch:

PREFACE

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EXECUTIVE SUMMARY

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Chapter 1: INTRODUCTION OF PROJECT

(First page of the report)

Chapter 2: LITERATURE REVIEW

Chapter 3: RESEARCH METHODOLOGY

3.1 OBJECTIVES:

- PRIMARY:
- SECONDARY:

3.2 SCOPE
3.3 SAMPLING TECHNIQUE:
3.4 SOURCES OF DATA:

A. Primary Data:

This data can be collected through experiment or through survey. The various method of primary data collection is: **(for e.g.)**

1) Interview Method
2) Questionnaire Method

Sampling Techniques: **(for e.g.)**

1) Custer Sampling Method
2) Quota Sampling Method

B. Secondary Data:

Secondary data refers to the data which have already been collected and analysed by someone else usually published data are available in form of:
(for e.g.)

1. Various publication of central, state and local government.
2. Books Magazine and Newspapers.
3. Material of various practices in Bank of Baroda
4. Websites of banks.

3.5 SAMPLING PLAN:

1. Sampling Unit:
2. Sample size (calculate using the statistical formula of sample size determination)
3. Data collection procedure
4. Geographical coverage

3.6 HYPOTHESIS TESTING

Chapter 4: Industrial Overview:

Chapter 5: *Organization Overview:*

Chapter 6: Conceptual Framework

Chapter 7: Data Analysis

7.1 DIAGRAMMATIC APPROACH

Data analysis involves converting a series of recorded observation (data) into descriptive statements (information). The Analysis will be showed with the help of:

a) Chart

b) Graphs

7.2 ANALYSIS & INTERPRETATION OF HYPOTHESIS USING SPSS

Chapter 8: Findings &Suggestions
Chapter 9: Learnings from the project
Chapter 10: Limitations of studies
Chapter 11: Conclusion
Chapter 12: Bibliography

Chapter 13: ANNEXURE (Last page of the report)

QUESTIONNAIRE/ ANY DATA OF THE COMPANY

WHICH IS NOT ADDED IN THE REPORT START ON NEW PAGE – NOT IN CONTINUATION OF THE REPORT