# DETAILED GUIDELINES

## SUMMER INTERNSHIPREPORT

#### Credit - 4

**Bachelor of Business Administration (Effective from Academic Session2019-2020)**

*As part of the requirements to be fulfilled for the award of the degree of bachelor in Business Administration (BBA) from Veer Narmad south Gujarat University students are expected to undergo 6-8 week summer internship after their fourth semester, i.e. during their summer break (June-July). The candidates are expected to present an academic report on the same in starting of their fifth semester. This document contains details of expected practices and guidelines with respect to the summer internship and subsequent report. Clearly general guidelines such as these may not cover all circumstances. Particular emphasis and minor adjustments may be necessary in individual cases. Such adjustments are to be brought to the notice of the faculty and only on their approval it should be incorporated in the report. It is thus imperative that students consult their faculty members for specific advice and guidance on matters pertaining to the design and content of internship and of course, the reporting of it.*

PART 1: THE SUMMER INTERNSHIP

Participants (in a group of Maximum 5 members) of the BBA Sem.-IV course have to undergo 6-8 weeks of summer internship during their summer break after fourth semester examinations. They are also required to submit a report on the same in the starting of their 5thsemester which will be treated at par with a full course and marks will be reflected in semester 5thmarksheet.

* 1. **Objectives of the SummerInternship**
     + To provide extensive exposure to the participant of hands on experience in a corporateenvironment
     + To provide participants an opportunity for application of knowledge and techniques learnt in the first year of their programme to real business problems and to test out and enrich one’s understanding, knowledge andskills
     + To give participants an insight into the working of the real organizations and gaining deeper understanding of specific functionalareas
     + To help participants develop an appreciation for the linkages among different functions and developing a realistic managerial perspective about organizations in theirtotality
     + To provide a platform for the corporate to test the reliability, quality and performance of the participants and make a match for final job offer later if they so deem fit
  2. **Supervision**

1. During the internship the student will be under the supervision of a person in the organization who will act as his/her corporate guide. He/she will provide guidelines on how the student should work during the stay with theorganization.
2. In addition, each student will be guided by a faculty ofCollege.

The student will be required to report to the faculty guide immediately after joining the company for the project. The student is required to meet the faculty guide before departing for the summer internship and take necessary instruction from him/her.

The faculty guide may consult the corporate guide from time to time for obtaining information on the progress of the internship of thestudent.

PART 2: SUMMER INTERNSHIP REPORT AND ITS EVALUATION

* 1. **BasicRequirements**
     + All the students have to prepare and submit a written project (70-100 pages)at the end of theinternship.
     + Each participant will make at least one hard bound copy + CD of internship report in the recommended format to be submitted to theCollege
     + The submission is to be made as per the Submission schedule displayed by the college for the summerinternship.
     + It is the students' responsibility to organize the binding and make sure that the copies are ready before the submissiondate.
     + The report should include a certificate issued by a competent authority fromthe

Company.

* + - The copies must be signed by the supervising authority at the organization only in the boundedform.
    - The report should also accompany the Summer Internship Feedback form duly signed by the supervisor at the sponsoringcompany
    - This may not necessarily be a statistical or analytical report; it could be learning and experience sharingtoo.
    - Detailed format and guidelines for writing the report are attached herewith for your reference in subsequentsections.
  1. **EvaluationPattern**

The General Project Subject shall carry 100 marks. The evaluation pattern will be as follows:

* Internal Evaluation : 30 Marks (To be done byGuide)
* External Evaluation : 70 Marks(To be done by College Faculty members other than Guide, 35 Marks Report + 35 marksPresentation)

**PART3: SPECIFIC ASPECTS OF THEREPORT**

What follows is an attempt to provide you with some rules, and some helpful advice on an acceptable practice. However you are still advised to consult your faculty for more specific advice in relation to your summer internship report. Supervisor may fully independent to kind of work and responsibility given to the students.

* 1. **The GenericStructure**

College Certificate

Company Certificate Acknowledgements

Declaration

Abstract/Executive Summary Table of Contents

List of Tables List of Graphs List of Figures

**CHAPTER 1 AIM & ESTABLISHMENT OF THE COMPANY**

* + - Establishment of thecompany
    - Position inIndustry
    - Types of services/productsgiven/produced
    - Mission statement and aim of thecompany

**CHAPTER 2 POLICY OF THE COMPANY**

This chapter enlists organizational policies concerning customer services, personnel (motivation, how staff are expected to behave etc.) production, advertising/promotion, environment and so on. For example, 'The customer is always right'; 'Do not harm the environment'; 'Staff must wear uniform'; etc.

**CHAPTER 3 ORGANIZATIONAL STRUCTURE OF THE COMPANY**

* + - Identify Various Departments (Marketing/Finance/ HR/Operations/Productionetc.)
    - Description of functions of each applicabledepartment
    - Organizational chart of thecompany
    - Key Personnel in eachDepartment

**CHAPTER 4 DESCRIPTION OF WORK RESPONSIBILITIES TAKEN**

* + - Describe the department you workedin
    - Layout of theoffice
    - Jobdescription
    - Machines, Computer programmes used
    - Description of Work ResponsibilitiesTaken

**CHAPTER 5 EXPERIENCE GAINED AND PROBLEMS FACED**

* + - What did you learn? How will this experience help you in thefuture?
    - Problemsfaced
    - What was missing /lacking?
    - How could you have done your workbetter?
    - How could you have gained moreexperience?

**CHAPTER 6 CONCLUSION, SUMMARY AND RECOMMENDATIONS**

Your thoughts, views and comments in general about the company and your work experience

* 1. **Specific Mechanics of theReport**
     1. **Word Length**

The total length of the report would be 70-100, A-4 size pages. This length is exclusive of title and contents page, figures, tables, appendices and references.

* + 1. **GeneralText**

Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

***Font:*** Times New Roman, Size 16-14-12, heading-subheading-content, Justified (both left and right) alignment

***In-text emphasis:*** Use italics or bold typeface

***Paragraphs:*** 0.5” First line indentation; One and half line spacing with 12point space after paragraph

***Page Margins:*** Top: 1”; Bottom: 1”; Inside: 1.5”; Outside: 1” (Mirrored layout)

***Page numbers:***

* + - * Centered at the bottom of thepage
      * Roman numerals (i,ii,…) should be used for initial pages (excluding the titlepage)
      * The main body of the text (where the Introduction) commences onPage1
      * The pages included in Appendices/Annexure are to be numbered in roman numerals (i,ii,…)
    1. **Headings:**
       - Chapter Headings size 16 in bold typeface
       - Sub-Headings size 14 in bold typeface
       - Main Chapter headings in blockcapitals
       - Chapter headings left justified at the top of a newpage
       - Use sub-headings together with a numbering system used in this documentthus giving structure to your work.
    2. **Quotations:**
       - 1.5line-spacing
       - Must include author name, date and page number referring to the parenttext
    3. **Tables, Figuresetc**
       - Must be numbered according to the chapter (e.g. Table 5.1 means that it is located in Chapter 5 and that it is the first table presented and discussedin thischapter)
       - Must have a title at the top and key(legend)underneath
       - The table title must be set in sentence case (only first letter in capital) asfollows:

**Table 5.1** Summary of sample characteristics

* + - * Only the Table index number should be in bold. Rest of the title should be inplaintext

# DETAILED GUIDELINES

## PROJECT REPORT

**(In the area of Specialization)**

**BBA Semester -VI**

###### Credit - 8

(Effective from Academic Session 2019-2020)

1. OBJECTIVE:

The objective of the study paper is to help the students to develop ability to apply multi- disciplinary concepts, tools & techniques to analyze various situations pertaining to the area of specialization and of the study evaluate alternative solutions and suggest appropriate ways to achieve organization specific objectives.

1. TYPE OF PROJECTREPORT:

The project report may be any one of the following types:

* 1. Comprehensive case study (covering single organization/multifunctional area, problem formulation, analysis andrecommendations)
  2. Single organizational/inter- organizational study aimed at organizational comparisons of various practices adopted / to be adopted for growth in market place/for organizationalefficiency.
  3. Field study for functional / behavioural findings based on data collection and dataanalysis.

1. PROPOSAL SUBMISSION:

Project of the project should be prepared in consultation with the project guide from organization and institution submitted to the Director/BBA programme co-ordinator. The synopsis should clearly state the brief description of the organization objectives and research methodology of the proposed project to be undertaken. It should have full details of the rationale sampling instruments to be used, limitations if any and future directions for further research etc. in a format given by college.

1. ELIGIBLE GUIDES:
2. Recognized Faculty of the BBA College having degree inmanagement.
3. Professionals in the relevant area holding degree/diploma in management and allieddiscipline.
4. SYNOPSISSUBMISSION:

Students are advised to submit their synopsis within 15 days of the starting the project in anyorganization to their respective guides in organization and institute. Students are also advised to submit the bio data of their guide in case the proposed guide does not belong to the category (1).

1. APPROVAL OF THESYNOPSIS:

The synopsis shall be discussed with both the guides in details and necessarycorrections be made before start of the project. This exercise should not take more than 2 days.

1. PROJECT REPORT FORMAT\*:

The project report should include

* Declaration
* Acknowledgements,
* Index,
* List of tables,
* List of figures,
* Executive Summary
* Chapters (1 to 6, viz. Introduction to Industry, Introduction to company, Theoretical Framework, Review of Literature, Research Methodology, Data Analysis, Conclusion, Recommendations – whichever decided by college guide.)
* Reference Material – (i) Bibliography (ii) Appendices

***[\*FORMAT IS SUBJECT TO NATURE OFREPORT]***

The title page should include - Title of the project, Name of the organization / Institution, Degree for which the report ispresented, Name of the candidate/class, Month &Yearof submission

1. The length of report may be about 70 to 100, 1.5 spaced typed A4 sized pages. (Excluding appendices and exhibits.) However 10% variation ispermissible.
2. The report must adequately explain the research methodology adopted and the directions for future research.
3. The report should also contain - Approved Proposal and synopsis, Certificate of originality of the work by theguide.
4. SUBMISSION OF THEREPORT:

Two typed original copies of the report are to be submitted to Principal/Director in prescribed format on the date of submission given by the college. Failing which the students shall not be Allowed to appear for the forthcoming annual/viva examinations.

1. PROJECT REPORT EVALUATION:

Project report shall be evaluated by the panel of members duly constituted by the

Authority concerned.

1. Viva-voce:

Students shall be required to appear for a viva-voce. The students shall be duly intimated about it through the notice board. The project study + Viva Voce shall be equivalent to two paper i.e. of 200 marks.

1. FINALDECISION:

The decision of the principal/director shall be the final in all respect which shall be bindings to all concerned.