MONOGRAPH ON
RESEARCH IN MANAGEMENT

Specially Designed for
Summer Internship Project

Dr. Hansraj Thorat
Dr. Daniel Penkar
Prof. Deepshikha Satija

PREFACE

Preparing a project report is in the curriculum of all the B-schools and very little guidance is provided in terms of contents and structure of the report. Students as a result come up with half cooked project or substandard reports. This persuaded us to come out with a monograph which can provide a framework for any research project.

This monograph is designed as an introductory guideline handbook on research in management, which is a creative as well as complex and varied process. We had tried our best to put the element of simplification to a great extent. The whole emphasis is on developing a research outlook and frame of mind for carrying out research in a simpler manner.

We expect that students and guides will take benefits from this monograph alike and will be helped by the requisite knowledge and skills of research acquired through it. Our main objective is to create original project reports and original research.

ACKNOWLEDGEMENT

No one walks alone and when one is walking on the journey of life, you think of all, to thank those that joined you, walked beside you, and helped you along the way.

Apart from the efforts of ours, the success of any project depends largely on the encouragement and guidelines of many others. We express our deep gratitude to the people who have been instrumental in the successful completion of this book.

We take this opportunity to express a special thanks to all teaching and non-teaching staff members of S.B.Patil Institute of Management. The guidance and support received from all the people who contributed to this project, we are grateful for their constant support and help.

We also take the privilege to thank our trustees of PCET who continuously urged us to write books and for their unrelenting support. We sincerely thank the earnest efforts put by all.

Dr. Hansraj Thorat
Dr. Daniel Penkar
Prof. Deepshikha Satija

Dear Students,

A time has come to undergo a dedicated training in a professional organization and to apply your knowledge in a real business situation. A Summer Internship Programme is an essential component of your course and each one of you must have clarity regarding the objectives of Summer Training to be completed. After acquiring knowledge of the core management subjects, it is important that students have an exposure to the working environment of the corporate world. This would help you to understand how organizations actually work and you would be able to bridge the gap between your textbook knowledge and the real industry environment.

During the process of your training, you are required to identify real-life problems and provide scientific and logical solutions to the industry. You are required to be in regular contact with your Project Guide and seek guidance whenever necessary.

The objectives of Summer Training are:

1. To gain first-hand knowledge of the day-to-day operations of the organization;

2. To acquire managerial skills especially related to your area of interest and specialization; and

3. To develop interpersonal relationship with key management personnel in the organization.

The fulfillment of the above objectives along with solutions provided for the problems identified in the organization; have to be documented in the form of a Project Report. The guidelines of Project Report is enclosed for your reference and record. Please, remember that your guide is the person who is supposed to be with you throughout the Summer Internship. Don't hesitate to bring your problems to his/her notice. We wish you all the best for your Summer Internship and hope that it would be a wonderful learning experience for each one of you.

**WE EXPECT THAT YOUR PROJECT
WILL BE OF GOOD QUALITY.
PUT YOUR HEART AND SOUL INTO IT.**

Dr. Hansraj Thorat
Dr. Daniel Penkar
Prof. Deepshikha Satija

TABLE OF CONTENT

GENERAL INSTRUCTIONS

Students must read these guidelines carefully and clarify doubts, if any, before proceeding for Project. Every student will have to undergo training in business organization or NGO or service organization for a period of 50 working days as a part of Project Report preparation. The organization, where student intends to be trained, will be approved by the Project Guide in the institute who will also monitor the records relating to his/her work in the organization. At the end of training, certificate to that effect should be submitted by the student. The final draft of the project will be prepared under the faculty guidance. Students should take care that all information relating to study must be available while finalizing the report. In case of any difficulty students are advised to contact the concerned guide through e-mail. While assigning final marks to the project report, students adhering to the schedule will be properly rewarded.

Few things to keep in mind:

1. Study the entire organization carefully with special emphasis on the topic selected/assigned.

2. Collect all the data required to complete the project. Originally filled survey Questionnaires should be available with the students at all the time. In case they deposit these questionnaires to their respective company, they must obtain a written statement on their certificate indicating how many such questionnaires were deposited. Failure to procure these questionnaires or deposit the certificate can lead to cancellation of the project.

3. Do maximum reading of Journals, Periodicals etc. to improve your understanding of the subject.

4. When two or more students are doing project in the same organization, there should be no duplication of matter. This can be done by taking up different project titles.

Along with the data related to topic, following general information is to be collected by the students irrespective of their functional areas, which may be asked during the internal and external viva-voce.

1. Sales performance for last five years (Product wise if possible) a) In Units b) In Rupees.

2. Number of Employees, section wise with due classification like skilled, semi-skilled, unskilled workers, officers, managers, etc.

3. Organizational Charts (with explanation).

4. Annual Reports for last Two years.'

5. Historical background of the company.

6. Future plans of the company.

7. Product, literature, photographs of the products, technical details etc.

8. List of competitors.

9. Other relevant information such as future plans, export strategy, market share etc.

OBJECTIVES OF SUMMER TRAINING

To expose the students to the current business environment.

- To establish the link between theory and practice.

- To apply multi disciplinary concepts, tools and techniques to solve any organizational problem.

- To understand the functioning of any organization.

- To acquaint with the hierarchy of the various levels of management.

- To understand the processes involved in the working of various functional departments of the organization.

- To know the relationship among the people working in the unit.

- To know the current status of the business unit.

WHAT IS A SUMMER PROJECT ?

A summer project has been included in the curriculum of the B-schools as the partial fulfillment towards a full time course in management. It serves the following purposes:

- Exposure to business world and practices,

- An opportunity to apply concepts to practical problems,

- Academic and applied research combination,

- Experience in data collection and interviewing techniques,

- Analysis, interpretation and drawing conclusions,

- Use of statistical techniques,

- Exposure to professional report writing.

HOW TO GET A PROJECT?

Every student will require a place, an organization for whom he/she will have to do the summer project.

Following alternatives are available:

- *Through institute's placement cell*

Large number of organizations approaches B-Schools for summer projects. It is beneficial to both. The students obtain practical experience and organizations get quality research with fresh perspectives, at significantly lower costs as compared to the fees spent on consultancy.

- *Personal Contacts*

Many students want to work in areas or in organizations, which do not visit their campus. In such cases, students must write to such organizations and convince them to accept them for summer projects. They may tap into their personal networks to solicit interest from such organizations.

- *Entrepreneurial Venture*

Large number of students are interested in starting their own businesses. A summer project can serve as an excellent "test bed" to develop concepts and explore opportunities. Several successful companies have been launched from plans or projects developed by students in B-Schools.

TYPES OF ORGANIZATIONS:

For a summer project, a student has many options where they will work for practical experience. While most aspire to work for a reputed company with a hefty stipend, it may not always be possible. Therefore, you should accept what comes your way and make the best of it.

Following choices are available:
- Foreign Multinational Corporations
- Indian Large and Multinational Corporations
- Small and Medium Enterprises
- Government and Public Sector Undertakings
- Co-operative sector organizations
- Non-Governmental Organizations (NGO)

 Each organization has its own work culture and the students will have to adjust quickly.

AREAS OF SPECIALIZATIONS:

1. General Management
2. Marketing Management
3. Finance Management
4. Human Resource Management
5. Production / Operations Management
6. Systems - Information Technology
7. International Business

   It is quite likely that an organization may offer you a study in other than these areas and irrespective of your specialization.

How to make a decision?

The following aspects may drive your decision:
- Availability and choice of project
- Preference of size of organization
- Area in which you want to specialize in second year
- As of today, the area in which you want to make a career
- Nearness to your home town
- Availability of stipend during the summer project.

Grab an opportunity in an organization or area of interest and continue searching for better opportunities afterwards :

The experience shows that it is not necessary that you shall make a career in the same area in which you did your summer project.

SELECTION OF A PROJECT

You will have to identify a problem in which you will have to take up for your summer project. Following alternatives will emerge:

A company may have a specific project in their mind which they will ask you to do.

Alternatively, they will ask you to suggest areas of research and define a problem, which may suit their requirements. Identify a project that matches your interest, strengths and which can position you well with future employers.

Remember that getting an exposure to research methodology, industry problems, compilation and analysis of data, drawing conclusions and offering recommendations is more important.

TYPES OF PROJECTS IN

DIFFERENT FUNCTIONAL AREAS

Given below is a list of some of the problems, which can be undertaken as a project. This is not an exhaustive list. A company may have any other problem, which they make like you to study.

1. Marketing

- Feasibility study of launching a new product, improvements in existing products, packaging, branding and others.
- Analyzing consumer behaviour and measuring customer satisfaction
- Pricing decisions
- Competitor intelligence
- Developing a dealer network
- Market logistics
- Sales force effectiveness
- Measurement of promotional effectiveness
- Export potential studies

2. Human Resource Management

- Manpower planning for next five years
- Redesigning of organization structure
- Defining duties and responsibilities

- Measuring managerial effectiveness
- Performance appraisal
- Developing compensation package
- Analyzing staff turnover
- Measuring employee satisfaction
- Studying training needs of employees and designing an annual calendar
- Career planning
- Stress management
- Developing intrapreneurs in the organization
- Coaching and mentoring

3. Finance
- Analyzing financial health of the company
- Inter firm comparison
- Analyzing debtors and ageing of debtors
- Analyzing stock market performance of the company
- Raising of finance-analyzing alternatives
- Cost auditing
- Capital budgeting and investment appraisals
- Debt restructuring
- Valuation
- Equity research
- Financial projections
- Tax planning
- Investments
- Financial Audit

RESEARCH PROCESS:

- The research process goes through following steps.

- Problem formulation

- Research methodology

- Research design

- Collection of secondary data

- Selecting data collection techniques

- Population definition

- Sample frame identification

- Sample selection

- Use of research tool

- Field interview

- Data collection

- Analysis and interpretation of data

- Findings

- Conclusions

- Recommendations or Suggestions

- Report writing

HOW TO START?

These are the steps, which can be undertaken:

- Prepare a proposal, spelling out objectives of the study, research methodology to be used, coverage (geographical, sample frame and sample size), time table and out of pocket costs.

- Show this to your company supervisor and obtain his approval

- Get clarification on what will be your allowances during this period on travel, lodging and boarding and local conveyance

- Get approval from your internal guide.

  Now you are free to start your summer project and complete it in-time.

Details from the organization:

Before you begin with your summer project, obtain details on the following aspects about your company:

- Nature of business

- Business processes

- Description of products / services

- Major competitors

- Environmental factors affecting business

  Project Details like, Objectives of research, Coverage desired, Time frame, Budgetary limits for the project and Help available (Product samples, past data, manpower from your guide in the company)

PREPARATION OF A PROPOSAL

It is always better that there is clarity in your research project. Hence, prepare a proposal under the headings given below and submit it to your guide in the company for approval.

- Purpose of the study
- Primary and secondary objectives
- Research methodology
- Coverage and sample size
- Time table
- Limitations
- Anonymity to be maintained
- Deliverables (Practical utility of study)

TYPES OF RESEARCH PROJECTS

1. **Case study of single organization.**
2. **Field study with empirical orientation.**

PREPARATION OF TIME TABLE

- Orientation in the company   7 days
- Secondary research on the problem   7 days
- Designing of questionnaire   3 days
- Sample selection   3 days
- Field work   30 days
- Data tabulation, analysis   4 days
- Draft report preparation   6 days
- Submit your project in time

Remember you have only two months in which you have to complete your summer project. Plan accordingly

TRAITS OF A GOOD RESEARCHER

It is expected that the researcher should possess the following qualities. Academic brilliance only is not sufficient for doing a research project.

- Patience and perseverance
- Good physical health
- Good listening ability
- General knowledge
- Making others talk
- Pleasing personality
- Optimism

It is efficiency which is more important than proficiency for a research project. How you fulfill the objectives of research in limited time is more critical than anything else.

ADVANTAGES OF A GOOD PROJECT REPORT:

- It will boost your confidence
- It will make you understand the processes used in Research Methodology
- If the company likes your work, they may offer you a final placement
- It can be used in marketing yourself to other companies during placement exercise
- The students can participate in project competition

RESEARCH REPORT FORMAT:

The detailed contents are given below:

a) Title Page

b) Declaration

c) College Certificate

d) Company Certificate

e) Table of Content

f) Acknowledgement

g) List of Tables

h) List of Figures

i) List of Abbreviations

A) PROFORMA OF TITLE PAGE

"TITLE OF THE PROJECT"

Project Report submitted to University of Pune, in partial fulfillment of requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

By

NAME OF THE STUDENT

Under the guidance of

NAME OF THE PROFESSOR

NAME OF THE COLLEGE

Address of the college

(Batch)

B) PROFORMA OF DECLARATION

DECLARATION

I, the undersigned, hereby declare that the Project Report entitled (Title of the Project) written and submitted by me to the University of Pune, in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of (Name of the Professor) is my original work and the conclusion drawn therein are based on the material collected by me.

Place: (Name of the student)

Date: Research Student

C) PROFORMA OF COLLEGE CERTIFICATE

CERTIFICATE

This is to certify that the Project Report entitled **(Title of the Project)** which is being submitted herewith for the award of the degree of Masters of Business Administration of University of Pune, Pune is the result of the original research work completed by **(Name of the student)** under my supervision and guidance and to the best of my knowledge and belief, the work embodied in this project report has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body.

Director   Research Guide

Place :   Date:

D) PROFORMA OF COMPANY CERTIFICATE

(On company's letter head)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **(Name of the Student)** has worked in the (**Name of the Department)** from _____ to _____ in our organization. During this period, he/she had successfully completed the work assigned to him/her. He/she has been sincere, hardworking and punctual in the work. We wish good and prosperous career for his/her future.

Sd.

Name of the Person   Place:

Designation with Official Seal   Date:

E) CONTENTS

Acknowledgement

List of Tables

List of Figures

List of Graph

Bibliography

Annexure

BODY OF THE REPORT

CHAPTER I : INTRODUCTION

This is the first chapter of the project, which should cover the following points:

1.1 Basic theoretical concepts:

The theoretical context of the concerned discipline of the problem should be specified.

1.2 Literature review:

A brief note of overview of work already done in the area of the selected research topic should be compiled.

1.3 Need for the study:

Why this study?

Sources of key originating research questions(s).

The selected problem in the theoretical context of the concerned discipline should be specified.

1.4 Statement of the problem:

The problem to be investigated should be presented clearly and briefly.

Statement should emerge from the need of the study. It should be object oriented.

1.5 Objectives of the project:

- The objectives of the project should be made in clear, specific and precise terms.

- They should cover summary of the title of the research project.

1.6 Hypothesis of the study (If Possible)

1.7 Scope of the study:

Specific mention should be made about the rational scope of the research problem in terms of geographical scope, analytical scope and functional scope.

CHAPTER II : PROFILE OF THE ORGANISATION

2.1 Name, address and location of the company

2.2 Vision & Mission of the organization:

Vision and Mission statement(s) of the company should be written as they are. If the Vision & Mission statements of the company do not exist, the student should indicate the importance of these, and help the company to develop good Vision & Mission Statements. Then the same should be put in the project.

2.3 Historical Background of the Organisation:

- Growth path of the company should be written in the points.
- Right from the foundation to current day, progress of the company should be mentioned.

2.4 Different Departments:

- The different departments of the company should be listed by sequence.

2.5 Organisation Chart of the company

2.6 Product Profile of the company:

- All the products of the company should be listed.
- Possibly add picture of each product.
- Product list should have technical details of the product.

2.7 Current picture of the company:

- Current market position of the company should be given.
- Current financial position of the company should be given.
- Marketing strategies should be listed.

2.8 Future Plans of the company

2.9 Other relevant Information about the company

CHAPTER III : RESEARCH DESIGN AND METHODOLOGY

3.1 Sampling Design:

- Define population with reference to project.

- Sampling unit should be specified.

- Sampling procedure should be defined.

- Understand sampling errors.

- An explanation of the determination of size and type of sample will also be necessary.

- Projects not requiring a sample selection should specify their trategy appropriately and describe the rationale.

Controlling the errors

In every project, some or the other errors crop in. You can take proper precautions to minimize the errors. These are,

Sampling errors:

- **Frame Error:** Redefine the frame

- **Selection Error:** Develop new system to select samples

- **Random sampling error:** This is a common problem. Normally, this error ranges between 3-5%

Non Sampling Error:

- **No response Error:** Increase the sample size

- **Response Error (Positive/Negative response errors):** Apply proper cross checks to overcome this error.

- **Time error (Seasonality):** If the business is affected by seasonality of demand, apply the proper cross checks.

- **Errors of computation:** ensure that there are no arithmetical mistakes. Let your calculations be cross checked by someone else.

- **Grossing up of errors:** if the feedback is recorded without applying proper cross checks, they may result in grossing up of errors. The past data, growth rate and a gut feeling can tell you whether you are on a wrong track.

  Experience will tell you how the errors can be minimized.

3.2 Sources and methods of Data collection:

The different types of data that are proposed to be gathered and to be used should be specifically mentioned.

a) **Sources of Primary Data collection:**

- Observations

- Field observation

- Interview schedule
- Questionnaire
- Discussion with some concerned people

b) Sources of Secondary Data collection:

- Books
- Research Journals
- Business Magazines & Periodicals
- Online database

3.3 Key concepts & definitions:

If some special technical terms used in the research project, those terms should be defined clearly.

3.4 Scheme of the Study:

•Outline of all the chapters should be given here. For example:

- Chapter I   :   Introduction
- Chapter II   :   Profile of the Organisation
- Chapter III   :   Research Design and Methodology
- Chapter IV   :   Analysis and Interpretation of Data
- Chapter V   :   Conclusions and Suggestions

3.5 Limitations of the study

CHAPTER IV : ANALYSIS AND INTERPRETATION OF DATA

In this chapter you have to analyse each and every question of the questionnaire and present it graphically along with the detailed interpretation. Following details should be taken care of:

4.1 Data Analysis:

a) Present data in Tabular forms:

• Frequency Tables

• Response Tables

• Contingency Tables

• Unvariate Tables

• Bivariate Tables

• Statistical Tables

• Time Series Tables

b) All tables should have technical features such as:

• Table number

• Title of the table

• Captions (Column Heading)

• Stubs (Row Heading)

• Table Body

• Head Note

• Foot Note

4.2 Interpretation of results:

- Feel what findings/results are

- Mean what findings say

- Read, think and present the inference.

- Link the objectives with results of the data.

- Implication of findings.

4.3 Discussion on result derived:

- Personal perspective of the student on derived results.

4.4 Research questions answered:

- Feel the researched questions are answered.

- Draw and develop conclusions or generalizations.

4.5 Methods of data analysis and statistical techniques:

- Different types of data analysis techniques used in the project should be specifically mentioned, such as:

- Basic analytical tools, which include Tabular Analysis, Graphical Analysis, Percentage Analysis or Ratio Analysis etc., should be specified.

- Project students can use some advanced techniques in the project for data analysis and for testing the hypothesis, which includes, Regression Analysis, Multivariate Analysis, and Correlation etc.

CHAPTER V : FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 Main Findings

- Findings are Statements of sactual information based upon the data analysis.
- Put on Finding in proper sequence of the study.

5.2 Conclusions:

The logical conclusions should be drawn through analysis and interpretation of data.

5.3 Suggestions:

- The constructive Suggestions or Recommendations should be made.
- They should be very rational and practical
- They should be specific.
- They should be indicative.

5.4 Scope for further research

BIBLIOGRAPHY

Proforma of Bibliography

1)Book

Kamat G.K., (2009), Dairy Cooperative Management and Practice, Pawan Publication, Jaipur.

2) Article:

Krishnaswamy S.G., (2006), Sugar Factory Efficiency Measurement; Application of Data Envelopment Analysis - A new insight for Managers' Paradigm., The Research Journal of Institute for Management & Technology, Vol. X, No. 2 July - December.

3) Ph.D. Thesis:

Bile Vijay K., (2011), Financing to Small Scale Industry by Maharashtra State Financial Corporation in Kolhapur Region, Shivaji University, Kolhapur.

4) Online References:

"Social Media Industry report",

www.whitepapersource.com/socialmediamarketing Appendices (Questionnaire & Schedule etc.)

TYPING INSTRUCTIONS

While typing the report students should take care of the following points:

1. **Font:** The entire report of the text body should be typed in the font style of Times New Roman.

2. **Size:** The size of font for the text body of report should be 13.

3. **Line Spacing:** The entire report should be typed with doubled spacing except intended paragraphs, tables, and footnotes.

4. **Paragraph spacing:** The entire report should be typed with six points before and after paragraph spacing.

5. **Margins:** The entire report should be typed with left margin 1.5", right margin 1", top and bottom margins 1".

6. **Alignment:** The entire report should be typed with justified alignment except tables. The tables are to be typed with center alignment.

7. **Tables and Graphs:** Tables and graphs should be placed as near possible to the text. Possibly do not break the table into pages.

8. **Headings / Titles:** Headings and titles of the text paragraph and text material should be on same page.

9. **Quotations:** Quotations should be quoted in inverted commas.

10. **Page Numbering:** The main part of the text body should be numbered continuously in Arabic numbers. Page number may be inserted in the header right most top or at the centre of bottom in the footer. Prefatory material should be number in roman numerals.

PRINTING OF THE FINAL REPORT

While taking out the printout, following points should be taken care of:

1. Paper Type

a) Paper: Executive Bond Papers

b) Size: A4

c) Paper Color: White

d) Variety: Plain Finish

e) Length: 29.7 Cms

f) Width: 21 Cms

g) GSM: 75 or 85

2. **Ink Color:** Black color for the text and multicolor for diagrams and charts

3. **Only one side of the sheet of the paper should be printed.**

4. **Number of Copies:** 03 (Three)

5. **Binding:** Golden Embossing

USEFUL GUIDELINES FOR VIVA-VOCE

There will be an expert panel to take your viva-voce. The student is expected to explain and defend his/her research project. Follow the important tips to excel in your viva-voce:

1. Know the date and time of viva-voce well in advance.

2. Prepare thoroughly for the viva-voce.

3. Guess the questions and rehearse well to answer those questions.

4. Viva-voce may be for 20-30 minutes.

5. Remain present at place scheduled for viva-voce atleast before twenty minutes.

6. Come in institute's uniform.

7. Carry your personal copy of research project.

8. Have separate copy of executive summary of the research project for quick reference.

9. Before entering the room, ask for permission and greet the panel.

10. Answer the question asked only, don't talk unnecessary and argue with examiners.

11. Choose good presentable words to answer the questions.

12 Listen and take note of the suggestions of the examiners.

13. After completion of viva-voce, say thanks before leaving the room.

REFERENCES

Bajpai, Naval, (2011), Business Research Methods, Pearson Publishing

Gupta, S.C., (2006), Fundamentals of Statistics, Himalaya Publishing House, Mumbai.

Kothari, C.R., (2004), Research Methodology, Methods & Techniques, New Age International Publishers, New Delhi

Krishnaswami, O.R. & Ranganatham, M., (2005), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.

Sarwate Dilip, (2008), "A Practical Guidebook to Market Research-Text & Cases" Fourth Edition, Everest Publishing.

Uma, Sekaran, (2003), Research Methods for a Skill Building Approach, John Wiley & Sons, ASIA, Pvt. Ltd., Singapore

University Grant Commission, (2005), Research Handbook-Towards Nurturing Culture in Higher Education Institutes in India, UGC, New Delhi

WISH YOU ALL THE BEST

FOR

QUALITY SUMMER INTERNSHIP PROJECT!!