



Pimpri Chinchwad Education Trust's



**S.B.Patil Institute of Management**

(Approved by AICTE and Affiliated to University of Pune)

# Monograph on

Research in Management



**Specially Designed for Summer Internship Project  
and Dissertation**

**(As per the revised syllabus of 2013 pattern)**

**Third Revised Edition**

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**Monograph on**

**Research in Management**

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## PREFACE

We feel happy to bring out the third edition of this monograph, due to much demand by the students and the teachers. This edition comes out with many more new ingredients by incorporating all the valuable and useful suggestions received from various people.

Post-Graduate students of Business Administration have to prepare Summer Internship Projects as a part of curriculum and very little guidance is provided in terms of contents and structure of the report. Students as a result come up with half cooked projects 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, commerce and economics, which is a creative as well as complex and varied in nature. 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 meaningful project reports and original research.



## ACKNOWLEDGMENT

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 towards the people who have been instrumental in the successful completion of this monograph.

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 motivate us to write books and for their unrelenting support. We sincerely thank the earnest efforts put by all.



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 text book 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 wherever necessary.

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 are 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.

**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 are 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**

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## General Instructions

Students must read these guidelines carefully and clarify doubts, if any, before proceeding for the project. Every student will have to undergo training in business organization or NGO or co-operative 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 guidance of faculty. 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-up 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.
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 multidisciplinary concepts, tools and techniques to solve any organisational problem.
- To understand the functioning of any organisation.
- 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 organisation.
- 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

## Seven Point formulas for doing SIP Successfully:

Formula is GVRLWSC

1. G (Grammar): The student has to study the grammar up to 12th standard.
2. V (Vocabulary): The student has to increase his vocabulary, i.e., stock of words.
3. R (Reading): The student has to read at least one news paper daily.
4. L (Listen): The student has to listen English News and programmes on TV and Radio
5. W (Write): The student has to write ten pages of text in English on his/her own
6. S (Spoken): The student has to complete one English Speaking Course
7. C (Communicate): The student has to communicate in English with his / her teachers, friends, parents, relatives etc.

## Phases for doing SIP:

Phase I:

1. To read one book on Research methodology
2. To select the subject of specialization
3. To select the company for doing SIP

4. To discuss with company executive and with internal guide about SIP
5. To read carefully the monograph on SIP

**Phase II:**

1. To join the company and to start the work
2. To collect secondary data required for SIP
3. To keep in touch with internal guide through e-mail, mobile or by personal visits throughout the project period
4. To compile information of the company in which you are doing SIP
5. To prepare the questionnaire for collecting primary data
6. To collect primary data through questionnaire and through schedule

**Phase III:**

1. To prepare rough draft of SIP
2. To get checked the rough draft from internal guide and the company guide
3. To prepare final draft by incorporating changes in the rough draft suggested by internal guide and the company guide
4. To prepare three copies of SIP [Golden Embossed] along with soft copy
5. To prepare presentation for appearing in viva-voce



## How to get a project?

Every student will require a place in an organization for which 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 the areas or in the 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 numbers 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 organisations:**

For a summer project, a student has many options where he/she 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
- Cooperative 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. Financial Management
4. Human Resource Management
5. Production / Operations / Materials 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 will 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, 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.

### Marketing Management

- Feasibility study of launching a new product, improvements in existing products, packaging, branding and others.
- Analyzing consumer behaviors and measuring customer satisfaction
- Pricing decisions
- Competitor intelligence
- Developing a dealer network
- Market logistics
- Sales force effectiveness
- Measurement of promotional effectiveness
- Export potential studies
- Study of innovation in developing new business
- Study of Brand Management in emerging horizons
- Study the scope of digital marketing

- Study the impact of franchise business
- Study of trends in marketing in new millennium
- Impact of globalization on marketing
- Study of latest trends in advertising.
- Relationship Marketing
- Customer Satisfaction Survey
- Consumer Perception Survey
- Service Quality Study
- Service Blueprinting
- Service Process Mapping – Back stage, on-stage
- Improving service quality using service blueprinting
- Competition Analysis
- Service standards
- Study on effectiveness of employee's role in service delivery
- Effectiveness of channels (distributors/ DSAs) in service delivery
- Effectiveness of channels (on-line/ Internet) in service delivery
- Customer Data Analysis
- Study of Institutional markets
- Effectiveness of promotion schemes
- Measurement of Brand awareness and brand perception
- Customer Loyalty study
- Study of purchase influencing factors
- Customer Profiling
- Advertising effectiveness study
- Brand loyalty at retail stores vis-a-vis product brands
- Study of internet marketing campaign -cost benefit analysis of internet as media
- Celebrity endorsements on brands vis-a-vis thematic campaigns
- Consumer psychology in purchase of mutual funds- a study of attributes impacting purchase decision

# 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
- Human Resource Accounting
- Absenteeism
- Recent trends in Human Resource Management
- Human aspects of productivity
- Job evaluation and merit rating in industrial units
- Ethical and social responsibilities of corporate

- Recruitment and staffing policies
- Impact of voluntary and Compulsory Retirement Scheme
- Impact of performance appraisal
- Study of leaves and holidays
- Cross cultural training
- Conflict resolution
- Competency Mapping

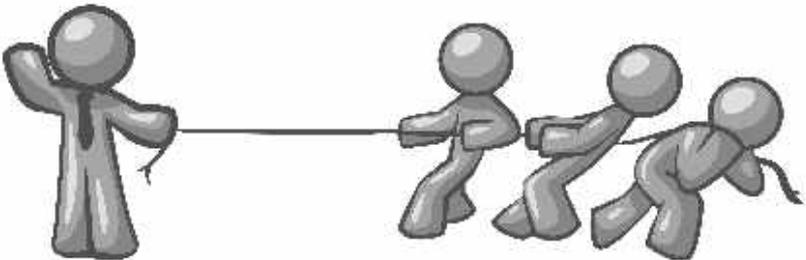
## **Financial Management**

- 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
- Target Costing
- Equity research
- Financial projections
- Modern Internal Auditing
- Tax planning
- Investments
- Study of Produce Exchange of India
- Study of Pune Stock Exchange
- Study of Maratha Chamber of Commerce
- Critical study of taxation policy
- Study of foreign technology and Multi National Corporations
- Industrial sickness
- Working capital finance from banks
- Conceptual issues in accounting: Accounting standards.
- Study of American, Indian and International Accounting Standards.
- Human Resource Accounting
- Cost Audit

- Zero-based budget
- Budgetary Control
- Impact of E-commerce
- Portfolio management
- E-banking
- Credit administration in banks
- Different methods for recovery of Bad Debts
- Study of Diversification Techniques

## **Production Management:**

- Lean Manufacturing
- Just-in-time
- Human Aspects of Productivity
- Manufacturing Process and Operations
- Total productive maintenance
- Quality management system
- Process improvement
- Quality control
- Internal control systems
- Value analysis and value engineering
- Production cycle
- Total Quality Management





## **Systems or Information Technology:**

- Improving Business process with the help of IT
- SAP functionalities
- E-commerce
- Internet technologies, tools and techniques
- Cyber arbitrations and settlements
- Applications of digital marketing
- Admin Request Service Systems
- Customer Feedback System
- Designing and Implementation of MIS system
- Designing and developing purchase portal system
- Study of HTML
- Analytical study of cyber crimes and cyber laws
- E-governance
- Study of I.T.Act, 2002
- SMS on land line telephony – system guide and GUI on CPE
- Authentication using signature identification and confirmation
- Virtual network computing
- Distant login utility
- Controlling remote computer through cell-phone
- Online blood bank and eye contribution
- PC based home automation
- RFID systems for libraries

## **International Business:**

- Study of Import Procedures
- Export Documentation Procedure
- Role of Custom House Agents
- Impact of Globalisation
- Go Global, Act local
- Foreign exchange risk management in mergers and acquisitions
- PEST [Political, Economical, Social and Technological]analysis for India
- Profitability in international business
- International Monetary system and its relevance in devising the right entry strategy.
- The shift of balance to Asia
- A business cycle model in international business for leading retail chains
- Managing human resource in international operations
- Outward Foreign Direct Investment and Trade Performance



## How to get started?

Often students get panicked when they think about the day they have to enter the corporate. Where to go, whom to meet, what to do, when to start, how to start what will be the culture, how will people treat them etc. And their worries are not baseless. Most of the students who are facing the corporate world for the first time, it is but natural to get nervous. But if you follow following points and remain in continuous touch with your guide, you will come out with flying colours.

- Always be present for all the orientation programmes in college. You will learn new things all the time.
- Be in regular touch with your guide and update him / her with your progress regularly.
- Make a proposal, spelling out objectives of the study, research methodology to be used, coverage (geographical, sample frame and sample size), and time table in consultation with your guide.
- Show this to your company supervisor and obtain his approval.
- Start with studying the theoretical concepts and background and other relevant work/projects done on the same topic
- Sometimes the work you are doing in the organization doesn't come out to be converted into project. Even then also, you have to put extra time and effort, so that simultaneously you can use the information available through the organization to make your project. Here also, do so under the guidance of your guide in the college only.
- Once you get started, follow each and every step diligently and with utmost sincerity
- While drafting your report, follow each and every instruction given during orientation and by your guide and mentioned in this monograph. There is no way you will feel confused.

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 detailed information 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 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 in consultation with your guide.**



## 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:

### 1. Title Page

### 2. Introductory substance (To be numbered in Roman Style and proforma given in Annexure))

- a) Declaration
- b) College Certificate
- c) Company Certificate
- d) Acknowledgement
- e) List of Tables
- f) List of Figures
- g) List of Abbreviations
- h) Table of Contents

### 3. Body of the Report

- 3.1 Executive Summary
- 3.2 Profile of the Organisation
- 3.3 Outline of the Problem/ Task Undertaken
- 3.4 Research Methodology and Data Analysis
- 3.5 Relevant Activity Charts, Tables, Graphs and Diagrams
- 3.6 Learning of the student through the project
- 3.7 Contribution to the host organization
- 3.8 References in appropriate referencing styles. (APA, MLA, Harvard, Chicago styles etc.)

### 4. Concluding Substance

- 4.1 Annexure

# Body of the Report

## Chapter I: Executive Summary

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

### 1.1 Introduction of the project:

This section should contain a brief summary of the whole project, its need, its objectives etc.

### 1.2 Theoretical Background:

The theoretical context of the concerned discipline of the problem should be specified. The basic concepts related to the topic should be defined and that topic should be elaborated in details. Besides this, latest trends in that area and recent happenings and developments should also take place in this section.

## Chapter II: Profile of the Organisation

### 2.1 Name, address and location of the company

### 2.2 Vision and Mission statements of the organization:

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

- Organization Chart of the whole company along with the chart of the department you are working into.

## **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.
- (If the company is very large and product range also is very huge then limit the profile to highest selling 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: Outline of the Problem**

This chapter should showcase the reason behind doing this project. What exactly is the problem and why you are doing this project. Its gravity, its consequences and its solution. Basically crux of the whole problem in hand you need to explain.

# **Chapter IV: Research Methodology and Data Analysis**

## **4.1 Objectives of your project:**

It should contain a list of all the objectives of doing your project on that particular topic.

## **4.2 Research Design and Methodology**

In this chapter you need to define the whole research design by detailing your Universe, Population, Sampling Tools and Techniques, Data collection methods and how will you analyze data.

## **4.3 Limitations of the study:**

Limitations should consist of all the factors which the research should cover but you were not able to cover.

Note: While writing this chapter you have to be very specific about the things related to your project only, not the detailed meaning of the concept, e.g., if you are mentioning the universe, you have to be very precise about the universe related to your sample, not the meaning and definition of the Universe.

## **Chapter V: Relevant Activity Charts, Tables, Graphs, Diagram Etc.**

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

### **5.1 Tabulation of Data**

All tables should have technical features such as:

- Table number
- Title of the table
- Captions (Column Heading)
- Stubs (Row Heading)

### **5.2 Graphical Presentation:**

When you have tabulated the whole data you have to present it graphically. You can use various tools for the same, like Pie Chart diagram or Bar Diagram. Discuss with your guide which tools to be used, because the type of diagram should be used with logic. Use the rationale behind it.

### **5.3 Analysis and Interpretation of Data:**

- 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.

## **Chapter VI: Learning of the Student Through the Project**

In this chapter you need to explain the knowledge gained by working on that particular topic. You can share any particular experiences of yours

which were an eye-opener for you. It can be conceptual knowledge as well as some corporate learning. Try to write to the point and avoid vague or very obvious statements, like “I got to learn about different sources of recruitment”.

## **Chapter VII:Contribution to the Host Organisation**

Just spending two months in any organization and making a report is not enough. It should be of that quality that your organization must also get something out of it. It should be very useful and worth saving for them for future references. You need to explain in this chapter how and what your host organization has gained rich substance from your work there.

## **Chapter VIII:References**

Also called Bibliography. There are different styles which are recommended, but we suggest you opt for APA style.

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](http://www.whitepapersource.com/socialmediamarketing)

## **Concluding Substance**

- **Annexure (Questionnaire 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 12. Main heading should be bold and font size 14. Sub-heading should be bold and font size 12.
3. **Line Spacing:** The entire report should be typed with 1.5 line 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 centre 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 numbered in roman numerals. Page numbers should be inserted at the bottom right hand corner.
11. **Water Marks & Logo:** Water Marks and company logo is not allowed to be used in the report anywhere.

## 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. USE BOTH THE SIDES OF THE PAPER TO PRINT.**

**4. Number of Copies: 02 (Two) 01 (One) CD.**

**4. Binding:** Golden Embossing

**6. No. of Copies required:** 02+01

- **Candidate's Copy** : Bond paper, Color Print out with Original Certificates
- **Institute's Copy** : Bond Paper, Photocopies of Original Report
- **University' Copy** : CD

## 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 at least before twenty minutes.
6. Come in institute's uniform.

7. Carry your personal copy of research project.
8. Before entering the room, ask for permission and greet the panel.
9. Answer the question asked only, don't talk unnecessary and argue with examiners.
10. Choose good presentable words to answer the questions.
11. Listen and take note of the suggestions of the examiners.
12. After completion of viva-voce, say thanks before leaving the room.

## **Problems faced by students during SIP:**

### **Problem 1 : Nobody guides me in the organization.**

Suggestion : For initial few days you would be as confused as your colleagues would be. You don't know where to start and what to do. The company people are confused regarding handing you work. Besides, they don't have much time to stop their own work and then make you understand the things because it will slow their pace, that's why they may ignore you. Even your Guide in the company may not be able to devote much of his time always. The best solution in this situation is, be proactive. Take initiatives and have keen interest in what they do. Observe them, understand the culture over there and offer your help. Try to maintain a diary where you can record the observations for future reference. This way only, you will be taking initial steps to be indispensable part of the organization. Remember, nothing will be served on your plate.

### **Problem 2 : Company doesn't share the related information with me regarding my project.**

Suggestion : Since you are new to the organization, you can't expect them to have faith in you to share anything. First prove yourself there, take them into confidence by telling that sharing this information can be useful for them too in reaching concrete solution to the given problem and also that this information will remain anonymous. Again, a piece of advice is, gradually build your own network.

**Problem 3 : My topic is totally different from the work I am assigned in the organization.**

Suggestion : You are not alone with this problem. Sometimes the topic you chose is of little relevance to the organization and they want to take your services optimally by giving you either data entry jobs or selling jobs or making you an attendant of their canopy for promotional purposes. Still don't lose heart, and do your project on the given topic side-by-side by collecting the relevant information.

**Problem 4 : There is difference in the nature of my work and my chosen specialization**

Suggestion : Follow the same suggestion for Problem 3.

**Problem 5 : I face the difficulty in setting the Title and Objectives.**

Suggestion : This is because of lack of preparation on your part. Once you have decided the topic in consultation with your college guide, read all the related information and study material thoroughly. Refer few very good projects on the same topic from the library. Unless you do your home work properly you can't excel in any of the field.

**Problem 6 : I don't get time to draft the report and not able to follow schedule given by college.**

Suggestion : Make it a habit from day one to devote at least one hour daily towards writing the report. For initial days, you can start up with the company profile and basic theoretical concepts of your project topic.

**Problem 7 : My title of the project is same as one other student in the institute.**

Suggestion : Sometimes it so happens that more than one student of the same institute land up in the same organization and get the same title also. For the copy to be submitted to the organization you can retain the same title, but for the purpose of submission in the institute try to register your title as early as possible with your guide and the student who is registering late will have to re-frame his/her title.



**Wish you all the Best  
for  
Quality Summer Internship Project!!**



Annexure-I

Proforma of Title Page

**“TITLE OF THE PROJECT”**

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

**MASTER OF BUSINESS ADMINISTRATION**

By

**NAME OF THE STUDENT**

PPUnder the guidance of

**NAME OF THE PROFESSOR**

**NAME OF THE COLLEGE**

Address of the college

(Batch

Annexure-II  
Table of Contents

- Declaration
- College Certificate
- Company Certificate
- Acknowledgement
- List of Tables
- List of Figures
- List of Abbreviations
- Chapter I : Executive Summary
- Chapter II : Profile of the Organization
- Chapter III : Outline of the Problem / Task Undertaken
- Chapter IV : Research Methodology and Data Analysis
- Chapter V : Relevant Activity Charts, Tables, Graphs, Diagrams etc.
- Chapter VI : Learning of the student through the project
- Chapter VII : Contribution to the host organisation
- Chapter VIII : References
- Annexure

Annexure-III  
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, 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 conclusions drawn therein are based on the material collected by me.

Place: (Name of the student)

Date: Research Student

Annexure-IV

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.

Prof.  
Internal Guide



Dr.  
Director

Annexure-V

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 on (Title of the Project) 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 him / her a good and prosperous career in future.

Place

Name of the Company's Executive

Date:

Signature with Company's Seal

## Part – II Dissertation

As per the revised syllabus of MBA 2013 pattern, the university has introduced the scheme of submitting Dissertation during forth semester. For this, students can take up any topic or can opt for extension of their summer project with the permission of their SIP guide. For the dissertation your guide will remain same as the SIP one. This project you can do on field research as well as in the form of desk research.

Ideally a dissertation should be of minimum 50 pages and there will also be a viva voce of the same where you will be asked in details of your project. 2 credits, i.e., 50 marks are allotted to the Dissertation

**Layout and chapter scheme of the same is as follows:**

- Chapter I** : Research Design and Methodology
- Chapter II** : Theoretical Background and Review of Literature
- Chapter III** : Growth and Development of the field (The company or the sector you are studying)
- Chapter IV** : Analysis and Interpretation of Data
- Chapter V** : Conclusions and Suggestions

**Bibliography**

**Annexure [Questionnaire etc]**

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