# LJ University

## LJ Institute of Management Studies

### Summer Internship Concept Paper

Summer Internship is an important and integral part of the Post-Graduate Programme (PGP), where students intern with their chosen organization for **8-10 weeks** after their first year. The internship programme helps students gain first-hand experience in a particular industry by providing them with ample opportunities to innovate, and challenge ideas and techniques imbibed in the first year. It also helps them in being more receptive to market needs, and in deciding their area of specialization in the second year.

The summer internship also has an academic component: student interns prepare a report on the summer assignment and present it to the organization. They are also required to share their learning with the Institute before they register for the second year. The requirement of making a formal presentation about the project to the company and to the Institute ensures that sufficient rigour and discipline are brought in to this exercise. The summer internship project is part of curriculum and it will carry **8 credits and 200 marks**.

The Institute has enjoyed extensive corporate support for summer interns with the result that summer projects have been diverse, challenging, and intense learning experiences. Each company gets a chance to evaluate the interns over a long period in a real business situation and make pre-placement offers based on this evaluation. A number of companies have used these internships as a key source for full-time hires.

To make the internship process rigorous, students have to compulsorily take summer placement through institute. During the placement process and at time of internship, it was found that there were difficulties to company and students both in terms of projects that were provided and the way students worked on it. Also the projects that students did were not found to be value additional in terms of their knowledge enhancement and skills imparted. Hence, to overcome these challenges, SIP Audit mechanism was designed to add spark to the programme. The SIP audit was also significant in the light of the fact that in the past it was found that there were final placements generated from summer internship. A deeper understanding of final placement requirements and developing a strong network with the company provided a relevant context for the design of audit mechanism by institute.

**Objective**

CO1: Increase proficiency in specific business disciplines; such as marketing, finance, human resources management, operations management, marketing, accounting, and statistics.

CO2: Ability to apply business concept and theories to real-world decision-making.

CO3: Ability to understand the corporate culture and understand the process and develop themselves accordingly.

CO4: Develop and improve knowledge, and business and professional skills in communication, technology, quantitative reasoning, teamwork, personal management, time management, industry-demanded skills, decision-making skills, networking and others.

CO5: Able network with the company, understand their requirement in terms of skills and knowledge from the students and provide an opportunity for final placement.

**Summer Internship Process**

*Pre-SIP Training*

All students will be provided orientation about each specialization area: In this they will be briefed about each specialization, the profiles available in different specializations, and also about the personality traits required in each specialization.

Students will be oriented to summer internship process so that they can better understand the objectives and the advantages of this program. They will be educated about the rationale of SIP, its key deliverables in terms of experience and learning and personality development.

For their deliverables in the interview, the institute will conduct workshop on resume writing and interpersonal communication for the students. The institute will also conduct mock interviews to hone their interview facing skills.

Faculty guides were allotted for better understanding and guidance to the students. Throughout their internship students had to be constantly in contact with their respective faculty guides, reporting their progress and taking valuable inputs from them.
- Suggested topics on which the student can pursue SIP are:

  - **Finance:** Capital budgeting decisions for wealth maximization, working capital management, technical analysis, tax planning and financial planning, etc.

  - **Marketing:** Survey of customer satisfaction, survey of distribution/sales/dealer, product launch, new product development, event management, etc.

  - **Human Resource Management:** Study of HR practices, study on recruitment, study on training practices, study on attrition, study of organization climate, etc.

After completing the pre-placement training, the student will have to sign an undertaking of summer internship (Annexure 3 and 4) work and performance. If the student does not follow the rules (Annexure 2) like misbehaviour in the company, unethical behaviour, and other complains, the student will be blacklisted from the placement process.

*Placement Process*

The institute organizes summer internship week for placing students. This activity starts with induction of students towards summer internship program (as mentioned above). Finding companies for placing summer interns will happen in three ways: many companies approaches the institute for interns, the institute approaches companies, and students also identifies few references of companies where summer interns were required. The companies and corporates will be invited for summer internship week for placement. Two days prior to the actual placement process, students will be communicated the list of companies and its work profile

(**Orientation to Company Profile**). Out of these companies students will have to select and provide three companies of their preference for the interview process (**Registration**). The last two days of the week will be dedicated to placement interviews (**Interview Days**). Each day few numbers of companies will be visiting the campus for recruiting students. At the end of the day companies give their selection list which will be communicated to students immediately. Once student is selected in one company, he/she will not be allowed to appear for interview of other company (though the interviews of preferred companies are pending).

*Post-SIP Training*

*Audit*

- The institute has incorporated an audit mechanism wherein the concerned faculty will be required to visit/audit every company where our student will undergo internship. This audit will be conducted twice – at the start and at the end of the internship.

- This mechanism has been designed to increase the rigor of the internship and ensure that students deliver value in the project and also in the company providing internship.

- After each visit to a company, the faculty will have to submit a detailed report. The report contains will be company introduction, details of the company, the project on which the student is working, feedback of the company guide and suggestions, if any.

- Feedback will also be collected from the students, in the prescribed format, about the company and the type of work they did during the internship.

*Project and Performance Evaluation*

- After the internship and before commencement of 3rd semester, the students submits report of their work and appear in the university viva of SIP. The viva will be conducted by experts from academia and industry mentor. The summer internship project will carry 8 credits and evaluation of it will be out of 200 marks.

- A committee consisting of internal faculty (academia), alumnus with experience of 2 or more years (industry expert) and company mentor (industry mentor) will be formed which will be named as Summer Project Committee (SPC) for evaluation the internship performance of the students.

- The industry expert or alumnus along with internal faculty mentor will conducting two mid-summer internship evaluation viva to check the progress and performance of the students and guide them further.

- The summer internship evaluation viva will be conducted after 8 to 10 weeks of internship. The viva will be jointly conducted by internal faculty and industry expert.

- The marks of this viva are counted in the final result of MBA. The evaluation of students will be done on 200 marks. 100 marks will be allocated for internal evaluation (50 marks company guide and 50 marks faculty guide) and 100 marks of external viva (industry expert).

**Output**

An internship can provide a student with paid professional work experience in a safe and structured environment with help from experts.

At an internship, a student can practice and improve their professional and industry skills (List of skills that can be developed through summer internship is mentioned in Annexure I) while also learning how to work. Students can gain a better understanding of how what they are learning in school can help them with their future.

From an internship, a student can learn what the roles and responsibilities of a particular career are from people working in the field.

An internship can be a real confidence builder for a student. Being successful in the real world can inspire a student to work harder at school, and be more willing to take on challenges or be outside of his/her comfort zone.

Having successfully completed an internship makes a job candidate more attractive to employers. Many companies prefer to hire students who have completed internship programs. This is because many interns have better work habits, possess excellent soft skills, and have higher technical and industry skills since they have received formal job training and professional guidance.

An internship can help a student start to build a professional network that can be a resource for the student. A network can help a student make well-informed decisions about their career and connect them with other professionals or opportunities that will help a student achieve success in a field.

An internship can help a student decide if a particular career is a good match for their personality, lifestyle, passions and goals. This way a student can avoid spending time and money on training for a career that does not really suit their abilities or needs.

By successfully completing an internship, a student can obtain a positive recommendation that can be used for future employers and for career purposes.

**CO –PO Mapping Matrix**

|      | PO1 | PO2 | PO3 | PO4 | PO5 |
|------|-----|-----|-----|-----|-----|
| CLO1 | 3   | 3   | 3   | 3   | 3   |

| CLO2 | 3 | 3 | 3 | 3 | 3 |
| --- | --- | --- | --- | --- | --- |
| CLO3 | 3 | 3 | 3 | 3 | 3 |
| CLO4 | 3 | 3 | 3 | 3 | 3 |
| CLO5 | 3 | 3 | 3 | 3 | 3 |

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

SIP Report Format

SIP Report Format (if research based – in case student's project in the company was a research study)

Title Page

Offer Letter

Certificate of Completion

Student Declaration

Acknowledgement

Executive Summary

Table of Content

Introduction

- About the industry
- About the company
- About the topic
- Industry analysis (if required)

Review of Literature (if research based)

Research Methodology (if research based)

- Research problem
- Research objective
- Research design

Data Analysis and Interpretation (if research based)

Discussion

Theoretical and Managerial Implications/Recommendations

Conclusion

Limitations

References

Annexures

SIP Report Format (other than research project)

Title Page

Offer Letter

Certificate of Completion

Student Declaration

Acknowledgement

Executive Summary

Table of Content

Industry Overview

- Basic overview of the industry
- Major players

Industry analysis if required (PESTEL, SWOT analysis)

Company Overview

- History
- Vision, Mission
- Management
- Products/services
- Overview of different departments

Project Overview

- About the project

- Weekly/daily overview of internship activity

- Target achieved/tasks achieved

Learnings from the summer training project

- Application and insights of concepts, tools, techniques and skills learnt in year

- New knowledge, tools, techniques or skills that you may have picked up

- Future learning and skill development direction

Conclusion

Limitations

Bibliography

**Formatting Specifications**

The page for project should be A4 size paper.

Font Type – Times New Roman.

Font size o For the Main heading: 16 (Bold Font, Capitalize Each Word) o For the Sub heading: 14 (Bold Italics Font (Capitalize Each Word)

For the text of project: 12 (Unbolded, non-italics)

Line spacing should be 1.5

Maintain Single inch Margin on all four sides of A4 size paper.

Each page should have a Page number.

All tables, charts, graphs, big equations should be numbered properly

Below each table and figure the source of data must be mentioned

Content on each page should be justified aligned

Report should be hardbound with black colour, with Front Page Title as per the format.

The front title page should be on the cover page.

The student should ensure that there are no grammatical and spelling errors in the report.

Follow American Psychological Association (APA) Guidelines for preparation of manuscript references.

**Report should be printed during the external viva. Students have to bring spiral bind copy of the report printed on one side of the page.**

Title Page

Summer Internship Report

A Study on…… (Title of the Study)

Prepared By

(Student Name)

Enrollment Number

Batch and year

Under the Guidance of

(Name of the Faculty Guide)

Academic Year

Submitted To

LJ Institute of Management Studies

LJ University

Ahmedabad

Certificate of Completion by the Institute

This is to Certify that this Summer Internship Project Report Titled "" of Name and Surname of student was carried out under my supervision. I also certify futher, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I also certify that the project work done by the done is his/her original and not copied.

Name and signature of the faculty supervisor

Name, and signature of director of the Institute

Stamp of the institute

Certificate of Completion by the Organization

This is to certify that Mr./Ms. Name and Surname is a bonafide student of MBA, LJ University has successfully completed 8/10 weeks from _____ to _____ date of summer internship in Name of Company in ___ profile/specialization. During his/her internship the student was found _____list the skills.

Date:

Name of Company Person

Signature

Student's Declaration

(On separate page)

I hereby declare that the Summer Internship Project Report titled "In (Name Of the Company / Organization) is a result of my own work and my Indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include 'Fail' in examination or any other punishment that university may decide.

Student Name:

Enrolment Number:

Signature:

Date:

Place:

Annexure I:

| Sr. No. | Skills and Abilities |
|---|---|
| **Communication skills** | |
| 1 | Speaking and writing clearly |
| 2 | Able to convey messages effectively |
| **Self-confidence & assertiveness** | |
| 3 | Being pro-active |
| 4 | Reliable and committed |
| **Self-Management** | |
| 5 | Effective time management in terms of managing tasks and time for self and others |
| 6 | Meeting deadlines and targets |
| **Problem solving** | |
| 7 | Identifying problems and developing creative and practical solutions |
| **Analytical skills** | |
| 8 | Collecting, Analysing and organising information |
| **Using IT effectively** | |
| 9 | Operating the computer |
| 10 | Well versed with office applications and other technology |
| **Drive to learn** | |
| 11 | Being enthusiastic: open to new ideas |

| | |
|---|---|
| 12 | Eager to learn new skills |
| **Business Understanding** | |
| 13 | Understanding of business processes |
| 14 | Recognizing needs of stakeholders |
| 15 | Understanding how an individual job fits into the organization as a whole |
| **People Relations and Team spirit** | |
| 16 | Co-operating and working well with team members |
| 17 | Being responsible to others |
| 18 | Communicating well in groups |
| 19 | Able to relate with different people in different settings |
| **Innovative Approach and Creative Thinking** | |
| 20 | Coming up with out of the box ideas and suggestion for problems |
| **Personal Management** | |
| 21 | Dresses well as per corporate requirement and conducts himself/herself |
| 22 | Well-mannered and polite in dealings |

Annexure 2

## Rules and Regulations for Summer Internship

- It is compulsory for students to attend all the orientation sessions related to summer internship. Orientation sessions guides your about your resume, interviews, internship and its process. Missing it shall result in not understanding the importance of internship.

- For each company that comes for internship, preplacement talk shall happen which shall be done by either company personal or faculty coordinating summer internship. It is compulsory for all students to attend these talks. Students may choose or reject company internship on the basis of this talk. Students are free to ask queries to the company or faculty regarding the internship. But once the student gives her/his name for the company, the student cannot back out from that company.

- Student who have registered for any company (have to read the profile and then register) have to compulsory go for the interview. Student backing out without informing or giving lame excuse without proof will be blacklisted from the process and shall not be supported in final placements.

- It is compulsory for all students to take summer placement through the institute.

- Student who are already working and want to continue internship in that company have to email their joining letter, proposal of internship project and an email mentioning that company will provide internship certificate. The institute shall study the merit of the internship and once the institute gives permission, then only the student can start with the internship

- Students who have reference in some company should share it with the faculty coordinator of class or SIP coordinator to take the process further. In case students finding internship on their own will have to share details of company, company person, proposal of internship. Once the institute approves and permits the internship, only then can the student proceed with the internship.

- Students need to compulsory wear formals for online interviews or any process.

- Student should prepare and always keep copy of their resume according to the template provided by institute.

- Student should have their video resume which when required you will have to forward to the concerned faculty coordinator.

- Student needs to regularly update faculty guide and company mentor regarding their internship.

- Students are requested to be strictly formal with company personals. Student should strictly abide to the timings allocated by the company guide. Students are also instructed to seek prior permission before going holiday/ coming late etc. Student should not indulge in irresponsible behaviour like taking selfies, gossip, being on personal calls, eating chewing gum etc at the company.

- Students will be given only one option for SIP. Once selected student will not be allowed to appear for any other company's process. Not going as per SIP rules will result in no support during final placement.

- In case of any query, problem or difficulties, the student have to speak with the faculty class coordinator of SIP or faculty mentor. They should not directly speak with the company.

- The student have to abide by the timings of the company and rules and regulations.

- If the performance of the student in the internship is found weak, the student shall fail in the internship and shall have to repeat it next year.

- In case there is a complaint regarding discipline or similar issue from the company, the internship shall be terminated and the student shall have to repeat the internship next year. The student can also be disqualified from final placement in such cases.

Annexure 3

**<u>Undertaking for Student not taking Summer Internship from the Institute</u>**

Name: _____

Section: _____

Enrollment No. _____

Phone number: _____     Mail id: _____

☐     I want to do summer placement process on my own as I am already working in some company

☐     I want to do summer Internship Company on my own

Rules:

I have gone through the summer internship rules and shall strictly abide by it.

I agree that if my internship work, performance and presentation is not found to the mark and/or I am found responsible for not reporting internship work to the institute guide on a regular basis then I shall not be eligible to avail final placement from the institute.

Signature

Date:

Annexure 4

### **Undertaking for Student taking Summer Internship from the Institute**

Name: _____

Section: _____

Enrollment No. _____

Phone number: _____     Mail id: _____

☐     I want to take/have taken summer placement from the institute

Rules:

I have gone through the summer internship rules and shall strictly abide by it.

I agree that if my internship work, performance and presentation is not found to the mark and/or I am found responsible for not reporting internship work to the institute guide on a regular basis then I shall not be eligible to avail final placement from the institute.

Signature

Date:

Annexure 5

**Fact Sheet of the company providing Internship**

Name of the student undertaking SIP:

Name of the Faculty Guide:

1. Name of the company:

2. Type of industry:

3. Region/Location of the company:

4. Year of establishment:

5. Promoter/CEO:

6. Product/service category:

7. Annual turnover:

8. Number of employees:

9. Trade relations abroad:

   a. Name of the country:

   b. Import/Export:

10. Project that student is going to undertake in the company:

11. Work that student has to do under the project:

12. Skills required in the student for the project:

13. Future expansion plan of the company

14. Departments existing in the company:  1. Marketing ☐

                                                      2. Finance ☐

                                                      3. HR ☐

15. Type of personals recruited by the company:  1. MBA graduates ☐

                                                      2. MCA graduates ☐

                                                     3. Engineering graduates ☐

                                                      4. Pharmacy graduates ☐

                                                      5. Others ☐

16. Name of HR contact person:

   Mobile number and mail id:

Date:                                                    Signature of the faculty:

Annexure 6

## Company Guide's Evaluation of Student Internship

Name of the Intern:

Company Name:

Department:

Internship started on (Date)                    Date of Completion

Project Title:

Company Guide's Name:

Job Responsibilities assigned to Intern:

Rating of Intern:

| No. | Skills and Abilities | Highly Dissatisfied | Dissatisfied | Neutral | Satisfied | Highly Satisfied |
|---|---|---|---|---|---|---|
| **Communication skills** | | | | | | |
| 1 | Speaking and writing clearly | | | | | |
| 2 | Able to convey messages effectively | | | | | |
| **Self-confidence & assertiveness** | | | | | | |
| 3 | Being pro-active | | | | | |
| 4 | Reliable and committed | | | | | |
| **Self Management** | | | | | | |
| 5 | Effective time management in terms of managing tasks and time for self and others | | | | | |
| 6 | Meeting deadlines and targets | | | | | |
| **Problem solving** | | | | | | |
| 7 | Identifying problems and developing creative and practical solutions | | | | | |
| **Analytical skills** | | | | | | |
| 8 | Collecting, Analysing and organising information | | | | | |
| **Using IT effectively** | | | | | | |
| 9 | Operating the computer | | | | | |
| 10 | Well versed with office applications and other technology | | | | | |
| **Drive to learn** | | | | | | |
| 11 | Being enthusiastic: open to new ideas | | | | | |
| 12 | Eager to learn new skills | | | | | |
| **Business Understanding** | | | | | | |
| 13 | Understanding of business processes | | | | | |
| 14 | Recognizing needs of stakeholders | | | | | |
| 15 | Understanding how an individual job fits into the organization as a whole | | | | | |
| **People Relations and Team spirit** | | | | | | |
| 16 | Co-operating and working well with team members | | | | | |
| 17 | Being responsible to others | | | | | |
| 18 | Communicating well in groups | | | | | |
| 19 | Able to relate with different people in different settings | | | | | |

| | Innovative Approach and Creative Thinking | | | | | |
|---|---|---|---|---|---|---|
| 20 | Coming up with out of the box ideas and suggestion for problems | | | | | |
| | Personal Management | | | | | |
| 21 | Dresses well as per corporate requirement and conducts himself/herself well | | | | | |
| 22 | Well mannered and polite in dealings | | | | | |

**Suggestions for improvement of the student:**

_____

_____

_____

**Would you be willing to recruit this student in case of a vacancy arising in your company?**

☐ Definitely Yes      ☐ May Consider      ☐ No

Signature of Faculty                                    Signature of Company
Guide

Annexure 7

## Summer Internship Feedback Form- Student

1.      Student Name:

2.      Contact Number:

3.      E-mail id:

**Internship Contact Information:**

4.      Name of the Company:

5.      Name of the Contact Person:

6.      Contact Number:

7.       E-mail id:

8.      How did you find this internship?

☐ Outstanding ☐        Very Good        ☐ Good ☐   Average   Poor

9.      **Questions:_____**        These
questions are designed to help students currently looking for internship opportunities
learn more about whether this particular experience will be valuable to them. Please
answer these questions honestly and thoughtfully. Rate the statements below using the
following key:

Here, 1 = Strongly Disagree  2=Disagree  3=Neutral  4=Agree  5=Strongly Agree

| Sr. | Dimensions | 1 | 2 | 3 | 4 | 5 |
|-----|------------|---|---|---|---|---|
| 1 | This experience gave realistic view of the career | | | | | |
| 2 | As a result of internship, I have better understanding of concepts, theories and skills in the | | | | | |
| 3 | I was given adequate training or explanation for the project | | | | | |
| 4 | I had regular meeting with the company guide | | | | | |
| 5 | I got constructive and on-going feedback from the company guide | | | | | |
| 6 | Company guide was available and accessible whenever I needed | | | | | |
| 7 | The work I performed was challenging and | | | | | |
| 8 | I was treated on the same level as other employees | | | | | |
| 9 | I had a good working relationship with my | | | | | |
| 10 | There were ample opportunities for learning | | | | | |
| 11 | I feel that I am better prepared to enter the world of | | | | | |
| 12 | Would you recommend this internship to other | | | | | |

8. Did you receive any other compensation?

☐ Stipend    ☐ Meal    ☐ Other  (Specify)_____

9. If offered permanent or full-time position in the organization providing the internship,
would you accept it?

☐ Yes        ☐ No

10.    Comments/suggestions, if any_____

_____

—

_____

—

Annexure 8

Frequently Asked Questions (FAQs)

1.  Is it compulsory to take summer placement from the institute?

Yes, it is compulsory, given the fact the project and the training will be good and constantly monitored. However, if the student takes internship on their own, he/she have to provide the application (which will be subject to approval), contact details and project details. If permitted and performance is not found weak, it can be permitted.

2. Is it necessary to attend the SIP orientation and training program?
   Yes, it is compulsory to attend SIP orientation and training program. It will help skill development

3. What is the duration of SIP?
   The summer internship duration from students pursuing MBA program of LJ University will be 8 to 10 weeks.

4. Is less than 8 weeks SIP allowed?
   SIP less than 8 weeks will not be permitted and will not be considered legit. However, in certain external situation basis, the university may alter the period of internship.

5. How many students are allowed in one company/organization?
   No such limitations, depends on company requirement and nature of work.

6. Is Joint Project allowed in SIP?
   Yes, two students can work on one project but the work should be elaborate and work should be justified. If the work is not justified the candidate will be asked to re-work.

7. Is it required to study Functional Departments of the Organization / Company?

   Yes, SIP has to be compulsorily undertaken in an organization/ a company.

8. Is it compulsory to carry out research study on IDP (Industry- Defined Problem) in organization attached SIP?
   No, students have to work on the project given by the company which may or may not include research study. However, the students have to undertake a *company analysis study*.

9. Which type of research study can be done in SIP in independent online mode? (Compulsory for independent online SIP)
   If the project given by the company includes research work, quantitative or qualitative research study can be undertaken.

10. What are the credits and marks of SIP?
    SIP consists of 8 credits and 300 marks.

11. How many hours should be spent for completion of summer internship training?

The student have to spend 80 work hours for summer internship which includes 16 hours of summer placement training and 8 weeks*8hours = 64 hours on job work.

12. Is it compulsory for student to work under the guidance of Internal (Institute) faculty and an industry mentor?

Yes, the student will have an internal faculty mentor, company mentor and an industry mentor for guidance in summer internship. Reporting to mentors is compulsory.

13. What is the proportion of Internal and External marks in SIP?

The bifurcation of 300 marks are: Internal faculty guide – 100 marks, external industry mentor – 100 marks and external company guide – 100 marks.

14. Is it compulsory for the institutes to organize internal VIVA at institute before University SIP VIVA?

Yes all the students will have to compulsory appear in SIP VIVA process. Missing VIVA will lead to failure in SIP.

15. Is it required to attach company Certificate in the project report?

Yes, company certificate validates the completion of SIP hence, it is compulsory to attach it.

16. Is it required to attach institute certificate in the project report?

Institute certificate certifies SIP completion by faculty guide and the institute. Hence, it is compulsory to attach.

17. How much plagiarism/ similarity is allowed in SIP project report? What if the plagiarism exceeds? Is it compulsory to attach Plagiarism report?

Yes checking plagiarism is compulsory. The permitted plagiarism/similarity can be 30%, if it exceeds the report will not be considered and candidate will be asked to re-work.

18. What is the passing criteria in SIP?

Aggregate 50% will be the passing percentage.

19. Can the SIP be extended?

Yes the SIP can be extended under two circumstances: 1. If the institute or company does not find work up to the mark and 2. In case the work is good and student is willing to continue the project, the permission of part-time work can be seeked from the institute by the student.

20. Do I need to print the report?

Yes, print should be single sided and report has to be spiral bonded.