Gujarat Technological University

Handbook

Of

SUMMER INTERNSHIP PROJECT (SIP)

(Applicable to MBA, MBA (PT), MBA (IB) and MBA – (Integrated)

(Applicable only for the Academic Year 2020-2021)

Contents

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD
MBA, MBA (PT), MBA (IB) and MBA (Integrated)
GUIDELINES FOR SUMMER INTERNSHIP PROJECT (SIP)
Applicable only for Academic Year 2020 - 21

1. INTRODUCTION:

Summer Internship Project (**SIP**), is an integral part of the academic curriculum of *MBA, MBA (PT), MBA (IB) and MBA – (Integrated)*.

The SIP Guidelines stand revised for this year as per the Directives received from All India Council for Technical Education (AICTE) and the Circular on instructions regarding Internship in current situation of the University (Ref. No: GTU/AI CTE/Internship/2020 dated 27-03-2020); wherein it is mandated that students have to undertake the Summer Internship Project from their homes and they are not supposed to visit any industry or company for the same. Thus, for this year only (i.e. for the students who are going to appear in SIP during summer 2020, including all SIP backlog students), GTU allows SIP to be undertaken independently without being associated with any organization or company.

Even if students are associated with an organization, it is mandated that the organization allows internship to be undertaken from the students' homes, thus assuring adequate social distancing. The Institutes should ensure that the organizations don't command the students to venture out of their homes.

If a student is awarded a Backlog in SIP this year, he shall undertake the SIP next year as per the prevailing SIP guidelines at that time.

2. OBJECTIVES:

- The affiliation of the student with the organization (if applicable) will be strictly in an online mode only. The student will not go to the organization physically. In such cases, primary data collection work through internet mode only will be allowed.

- Student can also do SIP of industry analysis without getting affiliated with any organization. This analysis will include a detailed study of industry, its SWOT and PESTLE analysis, comparative analysis of major players in the specific industry (both – Domestic and Multinational) their competitive advantage/s and business strategies and their outlook for future. This is a brief of industry analysis. The internal guide at the institution can guide the students for further criteria.

- The students can also carryout Industry Analysis of any one organized/unorganized sector in detail and check the impact of the pandemic (covid-19) on the selected industry as well as marketplace. The students may also work on any specific problem of the industry (arising due to covid-19) and may carry out an exploratory study on the future course of action to revive the industry. The students may also study the multidimensional organizational responses in the wake of government directives to control the impact of Covid-19, thus playing a complimentary role.

- The student should ensure that the data and other information used in the study report are obtained with the permission of the organization concerned, thus ensuring the genuineness of the same. The students should also behave ethically and honestly with the organization.

3. REQUIREMENTS OF SIP :

- The student has to undertake project and submit SIP Report individually. Joint Projects are not allowed in any case.
- The SIP process involves working under the mentorship of a faculty member of the institute where the student is studying.
- Thereafter, the student should prepare a report and submit one copy to the organization (if applicable) and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement.
- As far as possible, the student may obtain a certificate from the organization where the Project was done (if applicable) and attach the same with the copy submitted to the institute. (Sample format of Certificate is attached in Annexure II).
- In either case, Institute Certificate is mandatory.
- The university will arrange the external viva - voce for SIP at the start of academic year for Semester – 3 for MBA & MBA(IB), semester 5 for MBA(PT) and semester 7 for MBA(Integrated). Details and schedule of assessment of SIP will be declared in due course of time. The student needs to be ready with a 15 – 20 minutes presentation of the SIP project work undertaken.
- Plagiarism of SIP report should be less than 30%.
- Institute's SIP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.

4. CRITERIA FOR EVALUATION OF SIP

The total marks for the SIP project will be 200 and it carries 4 credits. The marks will be awarded in proportion of 70:30 by external and internal examiners respectively.

Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 60 to each student appearing for Viva.

External Viva: External examiner shall be appointed by Gujarat Technological University. He / she will give marks out of 140 on the basis of parameters given in Annexure I.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of SIP?	The SIP shall commence from 7th May, 2020. The duration of SIP will be of 5 weeks. Although SIP starts before the commencement of MBA – 2nd semester, MBA(IB) - 2nd semester, MBA (PT)- 4th semester and MBA (Integrated)-6th semester University Examination, it will be included in MBA 3rd semester grade sheet as subject code: 4539200, in MBA(IB) 3rd semester grade sheet as subject code 1539300, MBA (PT) 5th semester grade sheet as subject code 4559901 and in MBA (Integrated) 7th semester grade sheet as subject code 2577100 respectively.
2	How many students are allowed in one company/organization?	There is no limit on the number of students from one Institute undertaking the SIP in one organization. The possibility of genuine and quality project work should be explored by the Institute though. The company identification (working at company) for the students in not compulsory this year because of Covid-19 pandemic. However Institute may identify the companies which allow 'Work from Home' to the students.
3	Is Joint Project allowed in SIP?	No, Joint project is not allowed in SIP. If more than one student from the same Institute has taken training in the same organization then they should ensure that their projects are exclusive, distinct and genuine. If at all, students have done joint project, then both the students will be declared failed and will have to appear in SIP Viva as remedial students
4	Is it required to study Functional Departments of the Organization / Company?	No. (for this year in specific)
5	Is it compulsory to carry out research study on IDP (Industry- Defined Problem) in SIP?	No. Research can pertain to organizational / industry performance as indicated in the objectives.
6	Which type of study can be done in SIP?	Student may carry out Qualitative or Quantitative research study on Primary or Secondary data depending on the selection of topic/problem and the scope of study.

		Primary data collection should be allowed ONLY if there is no contact with other people and social distancing can be maintained. This could be done by filling up of questionnaires through Google docs. For e.g Daily stock prices, online and social media activities and behaviour or questionnaire filled through online forms do not require the students to move out, and thus can be allowed. Only such projects should be selected where students can access data on a daily basis while being within their homes.
7	Is it compulsory for student to work under the guidance of Internal (Institute) faculty	Yes, it is compulsory for each Institute to allocate internal faculty to each student. These internal faculties will act as an internal guide for SIP.
8	Is it compulsory for the Institutes to organize internal VIVA before University SIP VIVA?	Yes, it is mandatory for all the Institutes to organize internal SIP viva for their students. The internal evaluation carries 60 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions of the internal guide.
9	Is it required to attach company Certificate in the project report?	No, it is not compulsory. If the student has been associated with an organization which has allowed the student to work from home and is willing to give the certificate, then such students may attach company certificate in the project report. The company certificate must specify that the student has done SIP from home.
10	Is it required to attach Institute certificate in the project report?	Yes, it is required for all the students to attach Institute certificate in the project report. The Institute certificate must be signed by internal faculty and counter signed by Principal/Director of the Institute.
11	If plagiarism is above 30%, what should be done?	If plagiarism is above 30% the said report is not accepted for SIP VIVA. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above 30, re-work should be given to student. Such students are not allowed to appear in the external viva examination of SIP
12	Is it compulsory to attach Plagiarism report?	Yes, it is compulsory for all the students to attach plagiarism report in the SIP report
13	Which plagiarism software should be used?	Licensed software must be used to check plagiarism.
14	What are the passing criteria in SIP?	The passing criteria of SIP are same like other subjects of MBA course.

| 15 | How many copies of project report are required to be submitted? | It is compulsory for each student to bring one hard copy (spiral binding) of project at the time of University SIP viva. Students are not required to submit hard copy at University. In case the Institutes require then they may ask for hard copy submission. The submission of project report is required as under.

For University: Soft Copy [The Institute coordinator has to submit soft copy (in pdf format) of all the projects through online portal]

For Institute: One Soft/ Hard Copy (as per the requirement of Institute)

For Student: One Hard copy (compulsory requirement) The same hard copy (spiral bound) of project report has to be brought during External Viva

For Company/Organization: Soft /Hard Copy (as per requirement of Company) |

Annexure I

6. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

Component	Details
Introduction to the study	Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any). Review of literature to explore the theme and enhance the study, references.
Methodology	Problem formulation, objectives, methodology and design. Structured approach of undertaking the project.
Outcome	Analysis, conclusions, contributions and learning.

Note:

The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study. The examiner must focus on the work done by the students rather than the statistical tests/tools used by students in their project report.

Annexure II

7. FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >
Summer Internship Project Report
On
'<Title of Project>'
At
<Name of Company / Organization> (if applicable)

Submitted to
Institute Code: **(____)**
Institute Name: (In Full)

Under the Guidance of
(Name of Faculty)
(Designation)

In partial **f**ulfilment of the **r**equirement of the award of the degree of
Master of Business Administration (MBA)
offered **b**y
Gujarat Technological University
Ahmedabad

Prepared by:
<Name of Student>
< Enrolment No.>
MBA (Semester - III)
Month & Year:
(_____, _____)

<Second Page>

Student's Declaration

(On separate page)

I hereby declare that the Summer Internship Project Report titled "_____<in (Name of the Company / Organization) if applicable>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 **Failing me in examination or any other punishment that university may deem fit.**

Enrollment no.	Name	Signature

Place: ……..   Date: ……..

<Third Page>

Date: __/__/____

<u>Institute Certificate <on Institute's Letterhead></u>

[Please attach signed copy of this certificate in the report]

"This is to Certify that this **Summer Internship Project Report** Titled ".." is the bonafide work of **<Name of Student (Enrolment No.)>**, who has carried out his / her project under my supervision. I also certify further 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 have also checked the plagiarism extent of this report which is .... % and it is below the prescribed limit of 30%. The separate plagiarism report in the form of html /pdf file is enclosed with this.

Rating of Project Report [A/B/C/D/E]: _____
(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)
(By Faculty Guide)

Signature of the Faculty Guide/s
(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute
(Name of Principal / Director)

< Fourth Page>

Date: __/__/____

Company / Organization Certificate <on Company's Letterhead >

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)>of<Name of Institute (Institute Code) > has successfully completed Summer Internship Project Report titled "…………………………………………………………………………………………" at <Name of Company with location> during <From ………… to…………. >.

_____

<Fifth Page> and onwards

Plagiarism Report (Digital Receipt & Similarity Percentage Page)

_____
PREFACE (SEPARATE PAGE)

_____
ACKNOWLEDGEMENT (SEPARATE PAGE)

_____
SUBJECT INDEX (SEPARATE PAGE)

_____
FULL REPORT

Annexure III

8. FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: One hard copy (Student has to bring one hard copy at the time of External SIP viva. Student has to take back the hard copy of report, once the viva-voce is over.)
- The WORD file should necessarily be converted to pdf format for online submission.

Annexure IV

9. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:
- Considering the SIP as an important project for MBA students
- Ensuring that students are not made to carry out their internships by visiting organizations or carrying out any field work.
- Providing the facilities for completing project work in terms of library, computer lab, journals, and online access to resources, etc.
- Organize timely internal Viva – Voce for all the students

ROLE OF SIP COORDINATOR / FACULTY GUIDE:
- Allocating students to each faculty members (Max. 20 students per faculty)
- Helping the students to understand the importance of SIP.
- Guiding the students and collectively defining the topic of study / research
- Engaging industry mentors and experts through virtual mode
- Encouraging and guiding students to prepare good quality report.
- Monitoring SIP progress and guiding report writing.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during SIP (if the student is attached with any company for SIP)
- Each Faculty Guide has to ensure that all the students do fulfill all the criteria i.e. meeting the deadlines for submission as per guidelines, checking the plagiarism, getting the work/report signed and approved on time, appearing for internal and external Viva-Voce, etc.
- Sharing learning experiences and success stories of SIP project at (i) mba@gtu.edu.in, and (ii)pg_syllabus@gtu.edu.in

ROLE OF STUDENTS:
- Preparing the Project as per guidance from Institute faculty guide and company mentor (if any) and submit the same with in time limit.
- Exploring the topic of study intensively and exhaustively to achieve holistic understanding of the domain.
- Developing presentation skills to enhance industry readiness and employability potential
- Preparing a good quality report individually as per the guidelines given in SIP Handbook.

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ALL THE BEST