



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



Guidelines for Summer Training Report & Viva Voice



BACHELOR OF BUSINESS ADMINISTRATION

BBA V- SEMESTER

Code No : BBA 311 ; Credit: 06
Paper : Summer Training Report & Viva Voice

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GGSIU- ORDINANCE

1.00

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
FIFTH SEMESTER**

Code No.	Paper	L	T/P	Credits
BBA 311	Summer Training Report & Viva Voice	-	-	6

***Page No 6**

BBA
GGs Indraprastha University
BBA 311: Summer Training Report & Viva Voce

L-0 T-0 Credit-6

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

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***Scheme of Examination & Syllabi Of BACHELOR OF BUSINESS ADMINISTRATION (B B A) For Academic Session 2010-2011 Onwards- GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, Kashmere Gate, Delhi - 110 403(INDIA). www.ipu.ac.in**

2.00

Guidelines for Summer Training Report

2.01: SCOPE OF THE PROJECT

The project study is to be based on the functional area Marketing, Finance, HRM. Before commencement of project study each student is to develop a synopsis in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or other wise, they must explore it and comment on it in his /her report. Each student is required to carry out the work and submit the report individually.

2.02 : OBJECTIVES

1. Work & gain knowledge of real time business environment.
2. Explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
3. Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
4. Develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company.

2.03 : GENERAL INSTRUCTIONS

1. Immediately after the completion of the fourth Semester, the students shall proceed for their Summer Training of 6-8 weeks duration in an industrial organization approved by the Institute. The candidates shall be required to undergo training in the functional area (such as Marketing, Finance, HRM) of the organization concerned.
2. The organization may assign a specific project to the candidate, which will be completed by him / her during this tenure. The work done by the candidate in the training on the project shall be submitted by the candidates in the manner as specified in the Ordinance.
3. The Summer Training Report prepared after the completion of Summer Training shall be assessed in the fifth Semester as a compulsory paper of 100 marks (Internal 50: External 50).
4. The students must attend the Briefing Session before they leave for the Summer Training about the guidelines, expectations and other things that they are expected to do during the Training period.
5. All the students are required to give their Organization name, address, name of the concern person with designation & contact number to the Program Coordinator.

6. The students shall choose a Company from Organized Sector - Private / Public Limited company, Corporation or a Government Department etc.
7. The Faculty guide has the liberty to visit the Organization where the student is undergoing training to assess and evaluate fruitfulness of the training.
8. No two students should work on a Single Topic during their Summer Training Report. Even if the students are assigned the same project it is expected that they work on different aspects or demographic area of the project and present accordingly.
9. All the students are required to give presentation to the concerned guide along with the Committee of experts which will be held as per Schedule notified.
10. The students are required to meet their Faculty Guides phase wise before submitting the report finally and are expected to send the weekly progress report (WPR) as per specified format by e- mail to their respective Faculty guides on every Monday of the week to accommodate due changes made by the Faculty Guide (Annexure-VI).
11. It is obligatory for students to get their draft approved from concerned guide before giving final draft of the Summer Training Project Report for submission.
12. All students are required to submit the synopsis. The project Synopsis should be about two/three pages long and must be submitted in writing to your respective guides. The format of the synopsis is attached as Appendix 'A'.
13. The Guidelines for writing Summer Training Report is given in Appendix 'B'.
14. The format of the Report Writing is attached as Appendix 'C'.
15. Specifications for Body of the STR is attached as Appendix 'D'.

2.04 : CHECK LIST

- Please ensure that you've registered yourself with Program Coordinators and received Copy of Weekly Progress Report Format.
- Students are required to collect "GUIDELINES OF SUMMER TRAINING" from their common url.

2.05 : ADVICE

It is advised that: You take the Summer Training very seriously & understand the Summer Training Project in its entirety – its objectives, methodology future scope & the time frame in which it has to be completed.

- Send the WPR Weekly Progress Report by email to your faculty guide on every Monday of the week positively.
- Perform Good Quality Work which would help you
 - In developing an understanding of the functional area.
 - In applying theoretical concepts learnt in the classroom.
 - In evolving the new theories and concepts.
 - In gaining experiences of working in the real life situation.
 - Building a rapport with the Industry Guide.
 - Establishing a mutually beneficial relationship between you and yours respective organization.
- This is an opportunity for you & at the same time a very important responsibility to build a close relationship between your institute & various members of your Summer Internship Organization and all the other organization you come across during your Internship. The following would definitely help you to achieve the above:-
 - Be punctual in your office training.
 - Be sincere towards your Summer Training.
 - Meet deadlines & targets given.
 - Offer your supporting hand to your industry guide for work than your Summer Training.
 - Be ethical in your deals.
 - Build cordial relationship with all the industry Professional you come across during your summer training.

3.00

Synopsis

Each student is to submit a written project synopsis to his/her respective guides. The project synopsis must comprise the following aspects:

1. **Title of the Project:** Title should be meaningful and should convey the broad aspects that will be covered in the body and the scope of the project.
2. **Organization/Company:** Mention the name of organization/company and the functional area (e.g. marketing, finance and human resource) where you intend to do your project. Briefly explain the nature of the organization and its business.
3. **Introduction of the Topic:** Briefly introduce the topic on which your project is based.
3. **Objectives & Scope:** Explain the objectives and the scope of the project along with functional area that will be covered in the study.
4. **Research Methodology:**
 - a. Research design
 - b. Sampling design
 - c. Sample size
 - d. Sample location
 - e. Data type
 - f. Instrument used
 - g. Analytical Tools
5. **Expected Outcome:** Briefly discuss the expected outcome of the project
6. **Bibliography:** Source for your synopsis

Note : Once The Title & The Organisation Is Approved, It Cannot Be Changed arbitrarily

4.00

Guidelines For Writing Summer Training Report

The Guidelines for carrying out the STR is given in the following paragraphs. Each student is to compile his/her study in six chapters as detailed below:

Chapter-I : Introduction**1.1 Introduction:**

It should include (a) Meaning of the concept, ie, Job Satisfaction, Consumer Satisfaction, Working Capital Management, (b) Rationale for choosing the topic/problem under study, (c) Implementation strategy of concept in your present study.

1.2 Objectives of Study: It should be pragmatic and consistent with the title of the study and achievable during the course of study within the prescribed schedule. Students are advised to develop the objectives in consultation with their respective guides. The objectives must start with action oriented verbs. A sample of objectives is given below as example:

“(a) To study the growth of sales of RO Water Purifiers.

(b) To compare the market share of branded and local manufacturers of RO Water Purifier.”

1.3 Scope of Study: The scope of the study refers to the parameters in which the study will be operating in. This also reminds a researcher that his method of investigation should be centred around trying to solve the problem within the provided scope. The scope of study should clearly mention the activities that are actually performed in the study. It should include the period of study, the functional area (HR, Finance and Marketing) and volume of work carried out in the study. With reference to above objectives, the scope of study could be as follows (note this is suggestive and not exhaustive):

(a) To collect and analyze the sales data of RO Water Purifiers in Delhi region of last five years. For this purpose secondary data from the published sources and the dealers is collected.

(b) To carry out market survey of customer perception for the use of RO Water Purifier. For this purpose the geographical area selected is Dwarka locality. Data is collected through a structured questionnaire.”

1.4 Company Profile:

Following aspects need to be covered in the first chapter in order to know the company profile:

- 1.4.1 Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.
- 1.4.2 Explain the nature of the Organization and its business (service/production/trading etc), i.e., type of industry & business in which the company is operating. Mention specific functional area, if any, such as marketing, finance, HR, logistics etc, in which the company is operating.
- 1.4.3 Company's vision & mission.
- 1.4.4 Product range of the company.
- 1.4.5 Size (in terms of manpower & turnover) of organization.
- 1.4.6 Organization structure of the company.
- 1.4.7. Market share & position of the company in the industry.

1.5 Industry Profile:

Brief profile of the Industry including its current status from which the company belongs.

Chapter-II: Review of Literature

Students have to carry out a methodical examination of available study material (books, journals, periodicals, official gazettes, etc) on the topic of your study. Provide the existing information on the work already done by way of fundamental nature of the study and the writer's name and references of publications.

Chapter-III: Research Methodology

It must specify the following:

- a. Universe, Research design, Sampling Type, Sample size, Sample location, Data type, Instrument used, Analytical Tools, Identified independent and dependent variables, Contents analysis- Notes (References)
- b. Framing of Questionnaire wherever applicable & relevance of each question asked in questionnaire
- c. Constraints under which the study has been undertaken

Chapter-IV: Data Reduction, Presentation & Analysis

Raw data (primary or secondary) collected must be reduced to standard formats such as tables, charts, graphs, diagrams etc and is to be presented in this chapter. This chapter will include Decodification of data, Classification of Data, Tabulation of the data, Application of analytical tool(s), Use of graphs, Depiction of Bar diagrams, Histogram and its observation and inferences drawn. Proper titles, legends, scales, source (s) etc must be mentioned along with each diagram.

Chapter-V: Data Interpretation

This chapter is the most important part of the study, wherein students are required to apply established theoretical concepts/tools/techniques to the data presented in Chapter-IV and draw inferences. Students are required to discuss rational and logic for drawing inferences. For each inference, proper linkages are to be established either with the data analysed in Chapter-IV or with the calculation (s) to be included in this Chapter. Wherever, calculations are to be carried out, it must be provided before drawing any inference. The inferences are to be presented in narrative form from each data set along with limitation (s) due to data insufficiency, if any.

Chapter-VI: Summary & Conclusions

This Chapter should comprise the following:

6.1 Results of the Study: These are to be presented and supported by facts & figures in narrative form and be culled out from the Chapter-IV. The sequence of the results must be consistent with the objectives of the study mentioned in Chapter-I. Also, mention the achievement of objectives or otherwise.

6.2 Limitations: The limitations could be mentioned in terms of data insufficiency, time & expertise constraints etc.

6.3 Suggestions, Scope for further Study & Conclusion: Suggestions based on results of the study is to be provided. Any scope for extension of the study to new geographical areas, segments, time with larger data, is to be mentioned under this heading. Finally, Conclusion should cover findings of the work, whether the stated objectives of the work is achieved with full justification, recommendations, limitations, directions for future development.

5.00***Formats for Summer Training Report***

The final report is comprised of the following:

- Cover Page
- Certificates
- Summer Training Appraisal Form
- Acknowledgements
- Executive Summary
- Contents
- Body of the project Report (As per Appendix B)
- References/ Bibliography
- Appendices
 - List of Tables
 - List of Figures

5.01 Cover Page

The format of the Cover page is attached as

Form No. TIAS-FRM-75.

5.02 Certificates

The format of the certificate (from Students & Faculty Guides) is attached as

Form No. TIAS-FRM-76

The draft copy of the certificate (from Industry Guide) is attached as

Form No. TIAS-FRM-77

5.03 Acknowledgements

In the “Acknowledgements” page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

5.04 Executive Summary

An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It is comprised of problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

5.05 Contents

The format of Contents is as follows

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Summer Training Appraisal	
3	Acknowledgement	-
4	Executive Summary	-
	Chapter I: Introduction	-
	Chapter II: Review of Literature	-
	Chapter III: Research Methodology	
	Chapter IV: Data Reduction, Presentation & Analysis	
	Chapter V: Data Interpretation	
4	Chapter VI: Summary & Conclusions	
	References/ Bibliography	
7	Appendices	
	- List of Tables	
	- List of Figures	

5.06 References/Bibliography

Examples are given below:

1. India today, "The Melt down: End of good times", Oct 27, 2008.
2. James M, Kaplan; and et.al., "Managing it in a Down Turn: Beyond Cost Cutting", *Indian Management*, vol.47 issue 11, Nov 08.
3. "How to Save Your Job in Recession", *Harward Business Review*, September 08.
4. <http://www.ibm.com/in> (Date of visit with complete address)
5. <http://www.intel.com/india> (Date of visit with complete address)

5.07 Appendices

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No__". The Para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

5.08 List of Tables/Figures/Symbols

The format of Contents and list of Tables/Figures/Symbols is as follows:

LIST OF TABLES

Table No	Title	Page No
1	Number of Employees in Organization ABC	
2		

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2002 - 08	
2		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1		At the rate
2		

LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earning Per Share.

6.00

Specifications for Body of the STR

Following aspects must be adhered to as given in while compiling the body of report

- (a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.
- (b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, 2.3-----etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.
- (c) **Page Specifications**
 - (i) Left Margin : 1.25 inch
 - (ii) Right Margin : 1.25 inch
 - (iii) Top Margin : 1 inch
 - (iv) Bottom Margin : 1 inch
- (d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.
- (e) **Normal Body Text**
 - (i) **Font Size:** 12, Times New Roman, 1.5 Spacing, Single Side Writing.
 - (ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined
 - (iii) **Page/Title Font Size:** 14
- (f) **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:
 - (i) **Table No-1: Number of Employees in Organisation ABC**
 - (ii) **Figure No-1: Data Flow Diagram**
- (g) **Binding & Color Code of the Report**
 - (i) Hard Bound Report
 - (ii) Background of the cover page – Navy Blue
 - (iii) Color of Letters: Silver

7.00

Annexures

Form No. TIAS-FRM-75

SUMMER TRAINING REPORT ON

TITLE OF PROJECT REPORT

Undertaken at

“NAME OF THE ORGANIZATION”

*Submitted in partial fulfillment of the requirements
for the award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

to

Guru Gobind Singh Indraprastha University, Delhi

Under the Guidance of

Name of Faculty Guide

Designation



Submitted by

Name of Student

BBA-V Sem

Enrollment No.

Session 2011 – 12



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Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top100 B - Schools & IT - Schools by Dalal Street Investment Journal



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To Whom It May Concern

I _____, Enrolment No. _____ from BBA-V Sem of the Tecnia Institute of Advanced Studies, Delhi hereby declare that the Summer Training Report (BBA-311) entitled _____ at _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree. A presentation of the Summer Training Report was made on _____ and the suggestions as approved by the faculty were duly incorporated.

Date:

Signature of the Student

Certified that the Summer Training Report submitted in partial fulfillment of Bachelor of Business Administration (BBA) to be awarded by G.G.S.I.P. University, Delhi by _____ Enrolment No. _____ has been completed under my guidance and is Satisfactory.

Date:

Signature of the Guide
Name of the Guide:
Designation:

ON COMPANY'S LETTER HEAD

CERTIFICATE

This is to certify that.....(Full Name of the Student), a student of Bachelor of Business Administration (BBA), a class of 2011, Tecnia Institute of Advanced Studies, Affiliated to GGS.IP. University bearing Enrolment No....., has undertaken the Summer Internship Training at (Name of the Company) during..... tounder my supervision & guidance. He / She has conducted a study & completed the Project on

Seal of Organization
Date:

Signature of the Guide
Name of the Guide:
Designation:
Address:



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SUMMER TRAINING WEEKLY PROGRESS REPORT (WPR)

Session 2011-2012 Program : BBA

Sem : V Code : BBA-311

Subject : Summer Training Report & Viva Voce

Enrollment No :

Student's Name :

WPR STATUS REPORT

S.No	Particular	
1	Functional Area	
2	Title of Summer Training Report	
3	Company Name	
	Address	
	Phone No	
4	Industry Guide's Name	
	Contact No	
5	Faculty Guide's Name	

WPR No		Date From :	Date To:
Day	Time	Details	
Monday	09:30 to 18:00		
Tuesday	09:30 to 18:00		
Wednesday	09:30 to 18:00		
Thursday	09:30 to 18:00		
Friday	09:30 to 18:00		
Saturday	09:30 to 18:00		
Remark of Industry Guide			

Seal of Organization

Signature of the *Industry Guide*

Date:

Note: WPR to be sent to respective Faculty Guides on every Monday of the week as per schedule

Total WPR : 6

- Wishing you the very best for your summer internship!-



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To be submitted with PPT Presentation & Executive Summary Copy)
STR & VV EVALUATION

Session 2011-2012 Programme : BBA Semester : V Date _____
 Enrollment No: Student's Name: _____
 Title of Summer Training Report: _____

PARAMETERS	RELEVANCE OF OBJECTIVES WITH THE TOPIC	RELEVANCE OF RESEARCH METHODOLOGY	ANALYSIS & INTERPRETATION	COMMUNICATION SKILLS/QUERY HANDLING	INNOVAT IVENESS	TOTAL MARKS
Max Marks	20	20	20	20	20	100
Name of Faculty Expert						
Name of Faculty Expert						
Name of Faculty Expert						
Remarks						
Total Marks						
Signature						

You are requested to provide your opinion on the above parameters.
 Outstanding: 75%; Good: 60%; Satisfactory: 50%; Unsatisfactory: Below 50%

STR PPT FORMAT

 <p>Title: HR Practices & Employee Performance</p> <hr/> <p>NAME: PROGRAM: BBA-V Sem (I/II Shift) ENROLL. NO:</p> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>	 <p>Title: HR Practices & Employee Performance</p> <p>Data Analysis</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>
 <p>Title: HR Practices & Employee Performance</p> <p>CONCEPT</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>	 <p>Title: HR Practices & Employee Performance</p> <p>Research Findings</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>
 <p>Title: HR Practices & Employee Performance</p> <p>Objectives of Study</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>	 <p>Title: HR Practices & Employee Performance</p> <p>Recommendations</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>
 <p>Title: HR Practices & Employee Performance</p> <p>Research Methodology</p> <hr/> <ul style="list-style-type: none">• Research Type:• Sampling Design:• Sample Size:• Sample Location:• Research Instrument:• Analytical Tool: <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>	 <p>Title: HR Practices & Employee Performance</p> <p>Bibliography</p> <hr/> <p><small>Student name TECNIA INSTITUTE OF ADVANCED STUDIES Programme: BBA – V Sem</small></p>

