

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTERS IN TECHNOLOGICAL MANAGEMENT-MTM

DUAL DEGREE PROGRAMME

Semester – IX (W.e.f. June 2015)

Subject: Summer Internship Project

Subject Code: 4290101

Objectives of SIP:

- To have practical exposure of working in Industry/Business.
- To observe and study the practical business operations in the industry and co-relate them with the theory / concepts learnt in college.
- To analyse critically, that up to what extent and how the management concepts are being practically implemented in the industry.

Duration: The Summer internship period should be minimum 6 to 8 Weeks.

Selection of Industry for Summer Internship:

Any Industry engaged in Manufacturing, Finance, Marketing, Export or Service. Preference should be given to Manufacturing Industry or specialisation of the student or interest area of the student.

Areas of Study to be covered during Summer Internship:

Organisational Structure of industry, Different departments in the organisation, Functions of each department, Financial /Business Performance of the organisation atleast for last 3 years; Important Financial Performance Measurement Indicators of the organisations; Operational Procedures, various Operational systems/procedures in the organisation,(Like Procurement of Raw material/inputs, Processing of inputs, Management of Inventory, Purchase procedure, Marketing/export procedure etc). However, the students are free to make in depth study of any topic (s) /of his/her interest in consultation with the internal guide.

Allocation of Internal Guide and Industry Mentor:

- The Institute will allot internal guide to each student / group of students, and the students will require to study and prepare the SIP report under the guidance of the internal guide.
- Also the students are required to learn various practical aspects of organisational functioning under the guidance of Industry Mentor appointed by the Industry.
- The students are required to obtain the Summer Internship Completion certificate from the organisation and submit to the college along with the detailed SIP report.

Exam Scheme:

The Examination of the SIP will be conducted by the University during Semester -9.

Subject code	Subject	CREDITS	University Examination (Marks)(E)	Mid Sem. Test Marks(M)	Continuous Evaluation Component(I)	Practical (external)	Practical (internal)	Total Marks
4290101	Summer Internship Programme	6	0	0	50	70	30	150

Preparation of the Project Report:

The students will have to prepare detailed report on learnings from the Summer Internship. The format of the SIP report will be given by the Internal Guide. It may be noted that the purpose of preparation of SIP Report is to prepare Report based on the learning in the SIP Training and the students have to prepare the report on the basis of their learning. There should not be any compulsion from the institute to ask the student to prepare SIP project report based on the research methodology. The Idle Format of the SIP Report will be available on the GTU website, as a guideline for the students.

PROFORMA OF SUMMER INTERNSHIP PROJECT REPORT

(1) Cover Page –

An Industrial Project Report
At
(Company Name)
On
Project Title: _____
Prepared by: Student Name
Programme: M.B.A. – I year
Academic Year: 2009 -10
Enrollment No.: _____
Name of Institution:

(2) Title Page -

An Industrial Project Report
At
(Company Name)
On
Project Title: _____
Prepared by: Student Name
Programme: M.B.A. – I year
Enrollment No.: _____
Name of Institution: _____
Academic Year: 2009 -10

Internal Guide: Reporting Officer in Company: Name of the Guide from Company
External Guide: Guided by Faculty: Name of the Faculty Guide from the Institution

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- (3) Company Certificate
- (4) College Certificate

Above four sequences have to be numbered but do not print the numbers at the bellow of such pages. While following sequences must be with the page no. in roman letters to be noted at the bellow of each page to be started with no. V.

- (5) Declaration of originality(Date, Place, Signature of Student)
- (6) Preface
- (7) Acknowledgement
- (8) Executive Summery
- (9) List of Tables & Charts
- (10)Index (Main)

(No page No.)

The suggestive structure of the Summer Internship Project Report should be designed as per following sequence.

Sr. No.	Particular	Page No.
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PHASE –I

- | | | |
|----|--|---------------|
| 1) | Introduction of the Industry
(Heading Page) to be contended with the industry’s background, nature of business, its importance in the economical dept., etc. | (no page No.) |
| 2) | Company Profile
1. Introduction
2. Origin & Inception of Company (Historical Developmental Stages)
3. Mission & Vision
4. Organization Structure as a whole
5. Size of the Unit
6. Message from the Desk of Chairperson
7. Special Achievements
8. Contribution of the Company in Industry
9. Corporate Social Responsibilities of Company | (no page No.) |
| 3) | Production Department
1. Introduction
2. Organization Structure (Departmental Chart)
3. Raw Material & its’ Sources
4. Machinery
5. Manufacturing Process & Policy
6. Products and / or Services to be offered
7. Production Planning
8. Plant Layout
9. Plant Location
10. Inventory Management
11. Store Keeping
12. Quality Control
13. Environment Protection | (no Page No.) |

14. Scrap & Waste Management
15. Integration among other department

4) Marketing Department (no page No.)

1. Introduction
2. Organization Structure (Departmental Chart)
3. Marketing Goals, Objectives & Mission
4. Marketing Place, Plans & Policy
5. Marketing Research System & Process
6. Marketing Channels
7. Products Promotion and Advertisement Policy
8. Sales & Distribution Network as well as Policy
9. Products and / or Services Life Cycle
10. Products Mix and Product Pricing Policy
11. Brand Building and Brand Equity
12. Marketing Research & and Products Development
13. Market Share and Competitive Analysis
14. Integration among other department

5) Personnel Department (no page No.)

1. Introduction
2. Organization Structure (Departmental Chart)

3. Personnel Record
4. Recruitment & Selection
5. Induction & Placement
6. Training & Development
7. Wage & Salary Administration
8. Employee Benefits & Service
9. Promotion & transfer
10. Trade Union
11. Job Analysis
12. Performance Appraisal
13. Industrial Relation
14. Integration among other department

6) Finance Department (no page No.)

1. Introduction
2. Organization Structure (Departmental Chart)
3. Financial Objectives of the organization
4. Capital Structure of the company
5. Sources of Funds (Financing Decision)
6. Applications of Funds (Investment Decision)
7. Earnings and Dividend Management
8. Cost of Capital and Capitalization
9. Management of Fixed Assets

10. Management of Working Capital
11. Ratio Analysis
12. Cash Flow and Fund Flow Statements
13. Risk & Credit Management
14. Accounting standards and practices implemented
15. Integration among other department

7) Any Other Department (no page No.)

PHASE – II

- 1) Research Methodology (no page No.)
As per the requirement of the Project in consultation with Institute Faculty Guide.
(Including RESEARCH PROBLEM, HYPOTHESIS & TESTING PROCESS)
- 2) SWOT Analysis (no page No.)
- 3) Future / Strategic Plans of Company (no page No.)
- 4) Findings & Observations (no page No.)
- 5) Suggestions (no page No.)
- 6) Conclusion (no page No.)
- 7) Bibliography (no page No.)

The above Phase – I & Phase – II must be sequenced with the page no. in decimal format to be inserted at the bellow center of each page.

Guidelines for conducting SIP Viva/Practical Examinations

The students will prepare the SIP report in consultation with internal guide. The students will attach the SIP completion certificate from the authority of the concern organisation. The Reports will be signed by the students and authenticated by the internal guide. The internal guides will conduct internal examinations and the components for evaluation criteria will be, periodically reporting by the students to internal guide during the SIP, Preparation of Report as per the desired format, Practical Learning by the student, Quality of contents in Report, Scientific Report writing and presentation of Report before the internal guide/faculty members. The external practical exam will be conducted by the university. The criteria of the evaluation of SIP practical exam by the external examiner will be provided by the GTU.

Procedure and norms for conducting Practical Exam by University

1. All presentations by students and the questioning by the panel of examiners will take place in an open format. i.e. all the students and faculty members must be allowed a free entry to the VIVA Room, where the SIP VIVA Exam is to be conducted.
2. At the beginning of each presentation, the senior examiner/ coordinator will announce that no student would enter or leave the VIVA Room when the group of students is making the presentation. At the end of one presentation and before the start of the next, the gates of the room may be opened and students and faculty members may be asked to enter or leave the room and then again the next presentation may start.
3. One panel shall consist of two examiners i.e. External Examiner appointed by GTU and Internal Examiner(s) appointed by respective institute.
4. Internal examiner must bring hard copy and soft copy (filled with Enrollment No., Name of students and Title of Project Report only) of bifurcated Evaluation sheet of SIP for Internal Examiner as well as External Examiners at examination centre. This is to ensure about the accurate students allocated with respective Project Titles.
5. SIP Detailed Evaluation Sheet by External as well as Internal Examiners has to be filled in by External Examiner appointed by GTU and Internal Examiner Identified by the Institute respectively.
6. All internal examiners must carry All internal examiners must carry a letter issued by Director/ Principal of college addressed to Centre Head indicating that s/he has been appointed as Internal Examiner for SIP. In the appointment letter of Internal examiner, the Director/ principal has to mention that weather the faculty is endorsed or not and if the faculty is endorsed by GTU the Endorsement letter outward number with date must be mentioned in the letter. Only appointed internal examiner will be sitting in viva voce and signing marks sheet(s).
7. Consolidated Mark Sheet duly filled in must be signed by both External and Internal Examiners counter signed by Examination Centre Head and seal of college of Examination Centre.
8. Detailed Evaluation Sheets External and Internal as well as Consolidated Mark Sheet have to be put in envelope and sealed by centre head in presence of external and internal Examiners.
9. The envelopes must be separate for each college. For example at Zone 1 , colleges 729, 730, 769, and 820 are proposed to be examined, in that case , there will be four different sealed envelopes – each one containing evaluation sheets of each college.
10. The External and Internal Examiner may take one copy of all evaluation sheets that have been signed. Examination centre must retain Original Copies of all Evaluation sheets of every college.

11. Students are required to bring two hard copies of their project report for Viva. They can take back their copies once the Viva is over.
12. Each Student shall be allowed to make presentation for about 15-20 minutes followed by question-answers. External Examiners and Internal Examiners are directed to be time conscious allotted to each individual student and monitor the same.
13. TA, DA and Honorarium to External Examiners (appointed by GTU) and Internal Examiners (nominated by respective institute) have to be paid as per GTU norms whatever applied till last examination by the Centre Head of examination centre and claim the reimbursement from GTU or adjust against advance given by GTU for conducting Practical Examinations. In case of TA, Supporting documents such as Xerox copy of RC Book or receipt of Taxi or Tickets must be attached to TA bill.
14. The examination Centre Head (Principal/ Director) and Centre Coordinator(s) of SIP (Senior Faculty Members) shall be responsible for conducting SIP Viva Voce at examination centre and are eligible for honorarium as per GTU examination norms.
15. Based on no. of blocks for Viva Voce, peons are eligible for honorarium as per GTU norms for GTU Examinations.
16. Soft copies of all SIP project reports in word / pdf format have to be submitted in a CD with proper disclosures: 1. Name of college 2. College Code 3. Branch Code and 4. Subject code: 4290101. Respective file of the student has to be saved with enrolment no as file name.
17. The examination centre needs to allot one class room with LCD Projector and Computer / Laptop for each panel.
18. The Centre Head has to submit sealed covers of evaluation and TA, DA and Honorarium bills within 3 working days from end of last day of viva voce at the centre and obtain inward from GTU and to be maintained in records till announcement of results of assessment / reassessment.
19. Centre Head needs to take care that Viva Voce starts at 10:00am sharp and ends up by 5:00 pm. External and Internal Examiners are supposed to reach examination center latest by 9.00am and students must report at examination center by 9:30am sharp on the day of Viva Voce.
20. For practical exam of SIP, GTU has introduced a new system for generating the consolidated evaluation sheet by registering the students through online GTU portal. External Examiners are supposed to register students in the morning with the help of Internal Examiner through login ID and password provided to External Examiner. Only then consolidated evaluation sheet of each panel will be generated.
21. External and Internal Examiners will upload marks of students on GTU portal before leaving the examination center on the day of VIVA itself.
22. GTU Squad may conduct surprise inspection at any time during scheduled timing of Viva Voce.