

# University School of Business

## Chandigarh University

### Gharuan, Mohali

#### Online Summer Project Guidelines

#### **MBA (Batch – 2019-2021)**

In view of the lockdown situation due to pandemic COVID-19, regular summer internship processes shall not be feasible to follow, in lieu of the same an online summer project is planned for the MBA students of the batch 2019-21.

*The student has to submit a report (of at least 10 pages each) every week to his/her project guide on the above mentioned 4 analyses and a final summer project report (of minimum 50 pages) at the end of the project i.e. on June 1, 2020. The Evaluation will be based on the progress reports and the Final report and Viva Voce. Every student to submit a weekly report from the week starting from May 4, 2020 to the faculty guide assigned for mentoring the student on the internship project.*

#### **A. PROGRESS REPORTS**

##### The progress Report 1 must have:

- *Market (Sector) analysis. Analysis of the Sector from the which the assigned company belongs to. For ex: Retail, Manufacturing, Logistics, Consulting, Education, FMCG, Consumer Durables etc. (including market size, Market share, Industry growth, SWOT analysis of the industry).*
- *No. of Pages: 10*

##### The progress Report 2 must have:

- *Company analysis of the assigned organization (Must include Customer analysis, Competitor analysis etc.)*
- *No. of Pages: 10*

##### The progress Report 3 must have:

- *Functional profiles analysis( analysis of the various job profiles that the company offers in the market for jobseekers, like Business development executive, marketing executive, HR executive, Finance executive etc.).*
- *No. of Pages: 10*

##### The progress Report 4 must have:

- *Any two functional area analyses, one each from the two different functional electives (i.e. Marketing, Finance, Human Resource, IB etc.) from the attached list of choices mentioned in excel sheet.*
- *No. of Pages: 10*

## **Other Aspects of the Progress Reports**

### **INTRODUCTION / THE SETTING**

Date of Commencement: 27 April 2020

Name of the Company: .....

Reporting guide: .....

Project Assigned : On Industry, company, functional profiles, Functional elective areas (Marketing, HR, Finance, General Analysis of ..... (Company Name).

### **OBJECTIVES OF THE STUDY**

*The interns should, in this section, mention the progress as regards the projects being undertaken by them on the assigned organization.*

*(Note: Each one of the objectives should start with the phrase “To . . .”. The objectives set should be feasible enough to be fulfilled.)*

### **Detailed Analysis as per the progress report number**

*In this section the intern should give a detailed analysis based on the progress report number title of work after thorough study through various online content/website/newspapers/journals etc.*

### **LEARNING OUTCOMES**

*The intern should point-wise list his/her learning outcomes as:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**NOTE: *The entire text of the Progress Report should be in the font ‘Times New Roman’ with size 12 pt and double spacing. Each progress report should be summed up in 10 pages.***

**IMPORTANT NOTE:**

- **The progress report should reflect the work done as per the guidelines provided for each progress report (see format title of each of the 4 progress reports) .**
- **Any report having copy-pasted content will be out rightly rejected by the concerned supervisor and the student would be allotted zero marks.**
- **Give an overview of the nature or domain of the analysis/work.**
- **The intern should give a peek into his/her work profile.**

**B. FINAL SUMMER PROJECT REPORT**

Every student is required to write a **Summer Project Report** upon completion of their project and required to submit the soft copy of the report to the respective guide in the required format by June 1, 2020. Hard bound reports can be submitted later, once the lockdown situation/risk of pandemic COVID-19 is over. Two hard bound copies (student copy + department copy) of the report to be submitted as and when the student reports to the classes after the lockdown is over.

Guide has to submit the report to Department HOD and the Summer Project Coordinator (Academic Coordinator) for final evaluation and awarding of end examination marks. Before submitting the report to the guide the student is required to go through multiple rounds of discussions with the department faculty guide.

***The Final Summer Project Report must have the below mentioned details:***

**FORMAT OF THE FINAL SUMMER PROJECT REPORT**

- 1) Title Page (Cover Page)
- 2) Project certificate provided by Institute’s faculty guide
- 3) Acknowledgement by the student
- 4) Executive summary/Abstract (2 pages) A paragraph each on:
- 5) Table of contents

➤ ***Introduction***

- *Learning Objectives/Internship Objectives*
- *Market (Sector) analysis from which the company belongs to (including market size, Market share, Industry growth, SWOT analysis of the industry)*
- *Company analysis (Must include Customer analysis, Competitor analysis etc.)*
- *Functional profile analysis(in which the student wants to pursue his/her career, like Business development executive, marketing executive, HR executive, Finance executive etc.)*
- *Any two analysis, one each from the two different functional electives (i.e. Marketing, Finance, Human Resource, IB etc.) from the attached list of choices.*
- *Key findings and learning outcomes to be provided in the report.*
- *Conclusions*
- *Limitations*
- *Bibliography*

**Text Format in the report:**

- Times New Roman 12, with double line spacing.
- Margins 1.5” left and 1” all other side.

**Binding & report length:**

Hard bound cover (Black with golden imprint) & report length of minimum 50 pages with one side printing.

**Other Guidelines:**

1. Introduction (2 to 3 pages). Introduction should include a description of the internship organization and project and the scope of the work completed during the internship. It may include background information necessary to understand the work completed during the internship.
2. Internship Discussion (minimum of 10 pages each for each type of analysis as mentioned below, total of 40 pages minimum)
  - *Market (Sector) analysis from which the company belongs to (including market size, Market share, Industry growth, SWOT analysis of the industry)*
  - *Company analysis (Must include Customer analysis, Competitor analysis etc.)*
  - *Functional profile analysis(in which the student wants to pursue his/her career)*
  - *Any two analysis, one each from the two different functional electives (i.e. Marketing, Finance, Human Resource, IB etc.) from the attached list of choices.*

**Important Dates:**

Start of the Summer Internship: April 27, 2020

Date of I weekly report Submission: May 4, 2020

Date of II weekly report Submission: May 11, 2020

Date of III weekly report Submission: May 18, 2020

Date of IV weekly report Submission: May 25, 2020

Date of Final report Submission: June 1, 2020