



# ASHOKA BUSINESS SCHOOL

Redefining The Managerial Excellence ...

A large, stylized graphic of the Ashoka Lion Capital, rendered in a pixelated, mosaic-like style using various shades of blue. It is centered on the page and serves as a background for the main text.

*SUMMER INTERNSHIP PROGRAM  
AN INDUSTRY INTERFACE*

## **GUIDELINES**

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## CALENDAR

### Summer Internship Program

<b>25.08.2022</b>	<b>Orientation of SIP at ABS Campus</b>
<b>Phase 1: Within 10 days of joining SIP organisation</b>	<b>Submission of Initial Information Report</b>
<b>Phase 2: Within 20 to 25 days of joining SIP organisation</b>	<b>Project Proposal Evaluation</b>
<b>Phase 3: Within 30 to 35 days of Joining SIP organisation</b>	<b>Interim Evaluation</b>
<b>Phase 4: after 45 days of joining the organisation</b>	<b>Final Evaluation : Submission of Draft :1</b>

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# SUMMER INTERNSHIP PROGRAM

## 1.0 INTRODUCTION

The Summer Internship Program (SIP) forms an important component of education at Ashoka Business School (ABS). It is an attempt to bridge the gap between the academic institution and corporate world. At ABS, students undertake 8 weeks SIP at the allotted organization during the intervening period between close of Semester II and commencement of Semester III. The program carries a weightage of 6 credits. The SIP, which would be a simulation of real work environment, requires that the students undergo the rigor of professional environment both in form and substance. In the process, it provides an opportunity for students to satisfy their inquisitiveness to know more details, exposes them to technical skills, and helps them to acquire social skills by drawing them into communication with professionals for continuous interaction.

For proper coordination and ensuring organized and smooth conduct, each student would be under the guidance of an ABS faculty mentor. A representative of the industry/organization – Industry Mentor also guides the student and assists the faculty in monitoring the student's progress.

### Assignments

SIP is a vehicle for introducing students to real-life situation, which cannot be simulated in the classroom. Therefore, SIP assignments must necessarily be those of direct interest to the host organization. Students are encouraged to take up assignments, which are multi-disciplinary, involve teamwork, are mission and goal oriented, and are time bound. Solutions to various problems confronted in the assignment might be open ended, involving an element of analytical thinking, processing and decision-making in the face of insufficient data parameters and uncertain situations.

## 2. UNIVERSITY GUIDELINES

**Summer Internship Project:** At the end of Second Semester each student shall undertake a **Summer Internship Project (SIP) for 8 weeks. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.** The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the SIP should exhibit a **cross-functional orientation**. The student shall submit a written structured report based on work done during this period.

SIP can be carried out in:

- a) Corporate Entity
- b) NGO
- c) SME
- d) Government Undertaking
- e) Cooperative Sector

SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace. *The learning outcomes and utility to the organization must be specifically highlighted.*

The report should be well documented and supported by:

1. Introduction/ Executive Summary.
2. Objectives of the Study.
3. Company/ Organization profile (including Organization Chart).
4. Research Methodology (Statement of Problem (Review of Literature), Hypothesis (if any), Research Design.
5. Data analysis, Data Interpretation & Hypothesis Testing.
6. Relevant activity charts, tables, graphs, diagrams, etc.
7. Suggestions & Recommendations.
8. Conclusions.
9. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)
10. Appendix (Questionnaire, Data Sheets etc.)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the SIP work.

The student shall submit **TWO hard copies & one soft copy (CD)** of the project report in Sem III.

SIP shall have a weightage of 6 credits.

There shall be an external viva-voce for the SIP for 50 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The Internal & the External viva-voce shall evaluate the SIP based on:

1. Adequacy of work undertaken by the student
2. Application of concepts learned in Sem I and II
3. Understanding of the organization and business environment
4. Analytical capabilities
5. Technical Writing & Documentation Skills
6. Outcome of the project – sense of purpose
7. Utility of the project to the organization
8. Variety and relevance of learning experience

### 3.0 DISCIPLINE AND CONDUCT

#### Attendance

100% attendance during SIP is compulsory. However, if for any genuine reason a student is not in a position to report to the SIP organization on any day, he/she should obtain formal permission for leave of absence as per the rules and regulations of the SIP organization. Permission should also be taken from the ABS faculty in charge of the SIP project. Such leave of absence should not be taken for more than one week in the entire duration of SIP.

#### Conduct and Behavior

The students during SIP are placed in the role of ambassadors of ABS. The Institute would always expect students to maintain professional and social imprints of high standards in the organization. ABS expects that the student shall at all times during SIP conform to the rules and regulations of his/her place of work. It is particularly important to be regular, punctual and obedient at work. During the period of SIP the student shall be subject to the leave rules of the organization he/she is working. The student should ensure strict adherence to the timings of the organization.

*Unprofessional behaviour, misconduct, indiscipline, irregularity at work and unsatisfactory performance will lead to cancellation of SIP. Consequently, students will not be permitted to register in Semester III resulting in the loss of at least one year besides any other form of academic action ABS might deem fit to impose.*

### 4. RESPONSIBILITIES

#### STUDENTS

- Strictly follow the SIP guidelines under the guidance of the faculty guides.
- Prepare Industry/Company profile as soon as possible after commencement of the SIP and submit it to the Faculty Guide.
- Have continuous interaction with the Faculty Guide, the Placement Executive and the Company Guide.
- Report constraints if any should be discussed with the Faculty Guide without delay.
- Submit reports as per the SIP calendar.
- Take presentation as an opportunity to impress the host company and ensure its success.
- Endeavor to secure pre-placement offer in SIP Company through dedicated work and result orientation.

### 5. SIP EVALUATION

#### EVALUATION CRITERIA

The project work at each stage will be evaluated based on

**Parameters:** The general parameters have been identified based on interactions with faculty members of ABS.

**Project Specific Parameters:** Project specific parameters will be defined for each stage of evaluation by the faculty guide.

## EVALUATION STAGES

The various stages of SIP Evaluation are as follows:

### Stage 1: Initial Information Report (IIR)

This report is to be submitted by the students to ABS Campus as per pro forma attached as Annexure - II. Care must be taken to ensure that all information provided in this report is accurate.

The IIR is not a component of evaluation but it is mandatory and subsequent events are executed on the basis of the information provided in IIR. All students must submit a copy to ABS Faculty Guide.

### Stage 2: Project Proposal

The Project Proposal must cover the following aspects:

- (i) *Synopsis*: A statement of about 100 words describing what the project is about.  
IIR\*-Initial Information Report
- (ii) Organization profile
- (iii) *Objective*: Stating what the project will accomplish and the value-addition to the company.
- (iv) *Statement of a problem*: Outline of the problem/task undertaken
- (v) *Limitations of the Study*.
- (vi) *Proposed Methodology*.
- (vii) *Schedule*: A time frame indicating steps that will be required and the expected date when they will be completed.
- (viii) *References*: Initial list of bibliographic and Internet materials that would be used to complete the project. References should be in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

Copy of Project Proposal should be submitted to ABS Faculty Guide as well as the Company Guide **on or before the date declared by Institute.**

### Stage 3: Interim Report

**Report:** The Interim Report is an interim version of the final report. By this time the student would have done substantial work on his/her project. This report is an attempt to document the work done so far by the student and how he/she expects to proceed further. An interim report must contain:

- (i) Cover
- (ii) Title Page
- (iii) Executive Summary of the work till that date
- (iv) Introduction
- (v) Outline of the problem/task undertaken
- (vi) Research Methodology
- (vii) Organization profile
- (viii) Data analysis (in case of research projects only) (Relevant activity charts, tables, graphs, diagrams, etc.)
- (ix) Learning of the student through the project<sup>7</sup>
- (x) Contribution to the host organization
- (xi) References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

Copies of the interim report should be submitted to ABS Faculty Guide as well as the Company Guide.

#### **Stage 4: Final Report**

**Report:** The Final Report (project report), the written component of evaluation, is to be submitted on completion of the project. The Project Reports are to be prepared based on the guidelines given in Annexure - III.

### **6. IMPORTANT TIPS**

Projects under the SIP could be of significant importance to the host organization - in terms of their objective of "Technical Documentation" aiming at updating or modernization of information systems. Therefore, please take care in properly documenting your work. Consult your ABS Faculty Guide for any problems faced by you.

Apart from giving you an exposure to real work situations, the SIP provides you with a meaningful opportunity to learn the art and skills of information/data identification, classification, acquisition, processing and presentation.

The students during SIP are placed in the role of ambassadors of ABS. The students should maintain professional and social imprints of high standards in the organization. Good behavior and mannerism would help in nurturing a long-term relationship with the organization, which could even translate into placement an opportunity.

The students are advised to strictly adhere to the deadlines of submission of reports and making presentations. **Non-submission of reports by the due date may lead to the student not being evaluated for the evaluation component.**

The students are advised to submit the project report to the host organization for scrutiny before submitting to the faculty guide. This gives assurance to the host organization maintaining secrecy of the certain confidential data.

### **7. DO'S AND DONT'S FOR STUDENTS DURING SIP**

#### **DO's**

- Always maintain formal dress code.
- Be polite in your dealings and maintain cordial relationship with the Company Executives.
- Always be positive and open to suggestions.
- Always make a note of important points.
- Get in touch with the Faculty Guide, if situation warrants.
- Maintain strict confidentiality of the company's information.
- Focus on assignment and complete the individual tasks allotted on schedule.

#### **DONT'S**

- Should not criticize the company's policies and the executives.
- Should not make any adverse comments about the campus or the faculty guides.
- Should not get into arguments and lose temper.



- Misuse the facilities if any offered by the company.
- Should not be late.
- Hold back any material/equipment/accessories provided by the company.
- Interfere in the unrelated company affairs.
- Encourage friends visiting workplace during office hours and cause inconvenience to others.
- Handle any cash transactions for the company
- Company is requested not to allot any work to the student which involves hardship of cash. In such cases the student should bring it to the faculty guides notice

## **8. PROJECT REPORT GUIDELINES**

1. Type of paper- White Executive Bond (95 GSM)
2. Paper size- A 4
3. Fonts - Times New Roman
4. Font Sizes-
  - i. Content title – 22 Bold
  - ii. Headings- 16 Bold
  - iii. Sub headings- 14 Bold
  - iv. Body of the Text- 12 Normal
  - v. Foot note- 10 Normal
5. Line Spacing- 1.5 lines
6. Margins-
  - i. Left- 1.5 inches
  - ii. Right, Top & Bottom- 1 inches each side.
7. Printing – One (or Two side) side Laser & DeskJet (Color) Print only
8. No page borders
9. Letters in between < > brackets need to be replaced by the required information of each student.

Find the detailed structure of the project report in Annexure II

SUMMER INTERNSHIP PROGRAM

**MBA Program (Batch 20\_\_)**

**Approval letter**

I ....., student of Ashoka Business School Nashik, Roll No. \_\_\_\_, Sem. III,  
kindly request you to approve the Summer Internship Project at

.....( organization)

on.....

..... (topic).

I assure that I will not change the organization and the topic mentioned above and will finish the SIP as per the SIP guidelines of Savitribai Phule University of Pune. I further undertake to complete the SIP in its true spirit.

Date:

Name & Signature of Student

Date:

Name & Signature of Faculty Guide

Date:

ABS Director

Summer Internship Program  
**INITIAL INFORMATION REPORT**  
**(IIR)**

Name of the Student :  
Enrolment No. :  
Name of the Organization :  
Address of the Organization :  
City: Pin:  
Main Activity of the Organization :  
Name of the Head of the Organization:  
Designation of the  
Head of the Organization :  
Telephone Numbers : (O) (R)  
Fax Numbers :  
E-mail :  
Name of the Company Guide :  
Designation & Address of the Company  
Guide :  
Telephone Numbers : (O) (R)  
Reporting Date :  
SIP Topic :  
Facilities Available to the Student :  
Work Timings at the Organization :  
Description of Project in brief :  
SIP Schedule at the Organization :

Date Signature of the Student

Name of Faculty Guide : Signature of ABS Faculty Guide

Date Signature of Director

## **Summer Internship Program**

### **GUIDELINES FOR WRITING A PROJECT REPORT**

A Project Report is a written presentation of the work done by the students on a given assignment. It is important to bear in mind that even though the project report is submitted only at the end of any given assignment, in reality it is a culmination of continuous efforts on the part of the students.

**Writing a Project Report:** The SIP requires submission of project report not just to ABS but also to the organization where the student is undergoing SIP. What follows is a general guideline on writing a project report.

The parts included in a report depend on the type of report you are writing, the requirements of your audience, the organization you are working for, and the length of your report. In a generalized sense an ideal project report should cover the following elements.

- (i) Cover
- (ii) Title Page
- (iii) Executive Summary of the work
- (iv) Introduction
- (v) Outline of the problem ( Literature Review )/task undertaken
- (vi) Research Methodology
- (vii) Organization profile
- (viii) Theoretical Background of the Study
- (ix) Data analysis (in case of research projects only) -Relevant activity charts, tables, graphs, diagrams, etc.
- (x) Learning of the student through the project
- (xi) Contribution to the host organization
- (xii) References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

**Note:** Graphs, Charts, Photographs, etc may be included in the report as applicable and appropriate.

## **Project Format**

- i) **COVER:** This is the first page of the report. It should contain the title of the report, name(s) of the author(s), name of the organization and the date on which it is submitted. The format of this page is given below and should be adhered to.

*< Front Page -Golden Embossing On Black Background Hard Bound Copy >*

**A  
PROJECT REPORT  
ON**

**“<PROJECT TITLE>”**

**FOR  
<NAME OF THE ORGANIZATION>**

**SUBMITTED TO**

**SAVITRIBAI PHULE PUNE UNIVERSITY  
In Partial Fulfillment of the Requirement Of  
MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED BY  
<STUDENTS NAME>**

**UNDER THE GUIDANCE OF  
< NAME OF INSTITUTE GUIDE>**

**Ashoka Education Foundation's  
Ashoka Business School  
Nashik**

**20\_\_ - 20\_\_**

**< 1. INSIDE FIRST PAGE>**

**<This page is nothing but the photocopy of front page as it is.**

**< 2. INSTITUTE CERTIFICATE >**

**(Institute Certificate will be issued to the student only once, after the final approval from respective Project Guides of Institute.)**

**< 3. COMPANY CERTIFICATE >**

**<This certificate must be printed on company's original letterhead without any overwriting or mistakes.>**

**STUDENT'S DECLARATION**

I the undersigned hereby declare that, the project entitled,  
“.....”  
.....”

isexecuted as per the course requirement of two-year full time MBA program of Savitribai Phule Pune University. This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

**Place:**

.....

<Sign of the student>

< **Full name of the student** >

**Date:**

.....

**Acknowledgement:** There are many persons who may have helped you during the course of your project. It is your duty to acknowledge and thank them for their help. Customarily, thanks are due to the following persons in the given order.

1. Company project guide
2. Chairman of the Institute
3. Director / HOD
4. Institute project guide
5. Other staff and friends (if required )

**Table of Contents:** The main function of this element is to give the reader an overall view of the report. The main divisions as well as the subdivisions should be listed with the number of the page on which they first appear. It helps the reader locate a particular topic or sub-topic easily. While preparing the table of contents you have to bear in mind the following points about its layout;

An example of a table of contents is given below. Observe that for numbering pages up to 'Abstract' lower case Roman numerals have been used and from 'introduction' onwards Arabic numerals have been used.



## TABLE OF CONTENTS

Chapter No.	TITLE	Page No
	TITLE PAGE	I
	INSTITUTE CERTIFICATE	II
	COMPANY CERTIFICATE	III
	STUDENT'S DECLARATION	IV
	ACKNOWLEDGEMENT	V
	EXECUTIVE SUMMARY	VI -
I	<p>Introduction:                      -Background of the study – Past, Present and Future                      -Need and Significance of Study                      -Rationale of the study</p>	
	<p>II . Company at a glance                      a) Industry Overview                      b) Company Profile                      c) Organisation Chart</p>	
III	<p>Research Methodology                      a) Type of Research Problem Identification and Statement                      b) Objectives of the Study                      c) Type of Research Design                      d) Data Sources and Data Collection Methods                      e) Sampling Design                          i) Sampling Unit                          ii) Sampling Frame                          iii) Sampling Method                          iv) Sampling Size                      f) Data analysis tools                          <i>(Tabular, Graphical, Theoretical, Statistical, Financial etc.)</i>                      g) Scope and Limitations of the Study</p>	
IV	Theoretical Background of the Study	
IV	Data Analysis and Interpretation	
V	Findings & Conclusions	
VI	Suggestions / Recommendations	

	BIBLIOGRAPHY	
	APPENDICES	

<b>Sr. No.</b>	<b>Graph No.</b>	<b>Title of Graph</b>	<b>Page No.</b>
1			
2			
3			
4			

<b>Sr. No.</b>		<b>Title of Table</b>	<b>Page No.</b>
1			
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<b>Sr. No.</b>	<b>Figure No.</b>	<b>Title of Figure</b>	<b>Page No.</b>
1			
2			
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4			

<b>Sr. No.</b>	<b>Abbreviation</b>	<b>Full Form of Abbreviation</b>
1		
2		
3		
4		

< Up To This Page Don't Put any Page Number >

- a. **Executive Summary:** The Executive Summary tells in concentrated form what the report is about. The purpose of this element is to enable the reader, to gather important information quickly without having to go through the whole report. It should be self-sufficient and intelligible, without reference to any other part of the report. It is never intended as a substitute for the original document. But it must contain sufficient information to allow the reader to ascertain his/her interest.
- b. **Introduction:** The report is introduced in this element. It should contain the purpose of the report, limitations, scope of study, specifying its limitations, methods of collecting data and their sources, sufficient background materials, including literature survey to present the reader a clear picture of the work. An outline of the work should also form a part of the introduction.
- c. **Main Text:** This section discusses or describes the main business of the report. The main function of this part is to present data in an organized form, discuss its significance and analyse the results that flow there from. Usually it has several sections grouped under different headings and sub-headings. It contains the experimental work/ data collection, the survey done, a description of activities, the results obtained/illustrations, the discussion and interpretations, etc. Significant discrepancies in results should be called to the reader's attention, even when it is admitted that no reasonable explanation can be offered.
- d. **Findings and Conclusion and Suggestions / Recommendations:** The conclusions and/or recommendations are based on the discussions and interpretations of the results obtained. It would be helpful to the reader if other possibilities pertaining to the stated conclusions and/or recommendations are discussed.
- e. **Bibliography:** All references should be given in this section. List references alphabetically by the author's last name or, when the author is unknown, by the title of the reference. We cite below two examples of writing references
  - i. Ages, Warren K., Philip H. Ault, and Edwin Emery. Perspectives on Mass Communication. 2nd ed. New York: Harper & Row, 1992 (for books).
  - ii. "Time to Call in the Boss" Business Week. 27 July 1999, 32-36. (for periodicals).
- f. **Appendices (if necessary):** The contents of an appendix are essentially those, which support or elaborate the matter in the main text. The matter, which is essential but which unnecessarily diverts the attention of the reader from the main problem, is generally put into the Appendix. We give below some items, which normally form part of the appendix. These are: (a) calculation sheets, (b) supplementary details of instructions, (c) flow charts, (d) computer programs, (e) the questionnaire, (f) large maps, (g) samples of the work done, etc.  
If the project itself is to make a computer program for some problem, then the flow chart and the computer program have to be in the main body of the report. You should decide the sequencing according to your own needs.
- g. **Glossary (if necessary):** A glossary is a list of technical words used in the report and their explanation. If, however, the number of such words is small, they are generally explained in the

footnotes. Whether you should include a glossary in your report will depend upon who is going to read your report. If the reader's field of expertise is the one to which your report relates, there is no need for a glossary. But if the audience is drawn from other areas, it is advisable to give a glossary.

**Summer Internship Program**

**MBA Program (Batch 20\_\_ - \_\_)**

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This form is to be filled in duplicate by the student and submitted to ABS Director. One copy shall be retained at the ABS Campus and the duplicate copy duly signed by the ABS Director shall be given to the student for submissions to the SIP Company Head at the time of reporting for SIP.

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**Student Information Form**

Roll No.	
Name of the Student	
Program	
Name of the SIP Company	
Location of the SIP Project	
Name of the Faculty Guide	
Name of the Industry Guide	

**Letter of Undertaking by the Student**

I confirm having received the letter of SIP allotment from SIP Company. I shall report to SIP Company on .....(date).

I hereby undertake that I'll abide by the rules and regulations of the SIP Company. I understand that I shall be liable for suitable disciplinary action in case of any violation of the SIP Guidelines as well as company rules and regulations. I further undertake to complete the SIP in its true spirit.

Date:

Name and Signature of the Student

**Certificate by**

Date:

ABS Director

# Ashoka Education Foundation's

## Ashoka Business School

### Company Guide feedback form

Dear Industry Mentor/Guide, Summer Internship Project is a corner stone in student's learning and plays a vital role in shaping the overall student's attitude and career. In our pursuit to facilitate student's learning we kindly request you to give your valuable feedback about the students' involvement during the internship period at your organization.

Name of the Student:

Name of Supervisor/Industry Guide & Designation:

Performance Evaluation parameters (Pls. tick mark)	Poor	Fair	Good	Excellent	Outstanding
Level of Commitment					
Awareness of topic related matter					
Quality of Work (accuracy, completeness, neatness)					
Initiative (self-starter, resourceful)					
Enthusiasm exhibited					
Work & Knowledge related curiosity					
Desire to learn					
Interpersonal Relations (cooperative, courteous & friendly)					
Ability to Learn (comprehension of new concepts)					
Use of Academic Training (applies education to practical usage)					
Communications Skills (written and oral expression)					
Overall Performance					

Any additional comments or suggestions about the Student and his/her performance:

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Would you like to employ this Student in your organization?

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If Yes, have you marked any specific role for him/her?

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Signature and Company Seal: