



# Dr. D.Y. Patil Institute of Management and Entrepreneur Development, Pune

## MBA Summer Internship Project (SIP)

### Report Format & Guidelines

AY 2022-23

#### Initial Pages of Project Report

- 1) Title page.
- 2) Company Certificate.
- 3) Director's Certificate.
- 4) Declaration.
- 5) Acknowledgements
- 6) Index

**Important Note:** The initial pages have Roman numbers (i,ii,iii...). Do not insert regular/arabic numbers for initial pages. Start arabic numbers (1,2,3...) from the page of executive summary.

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#### Executive Summary:

Includes Brief introduction of the company, nature of task undertaken, methodology adopted, Major learning outcomes, specific findings and suggestion in the form of contribution to the host organization

#### Chapter 1: Introduction to study

Introduction of the project should focus on project title, brief details of organization where the project was carried out, purpose and significance behind selection of project topic. Outline of the problem / task undertaken, scope, objectives and limitations of project.

#### Chapter 2: Organization Profile



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Organization profile is expected to include a brief history and current status of the company. Organization Structure, Departmental hierarchy where project has been undertaken, total employee strengths, turnover, vision, mission, objectives, market share, products & services offered. Industry Analysis, SWOT analysis of the organization with respect to happenings in the respective industry can be included.

#### **Chapter 3: Review of Literature**

The purpose of review of literature is to clear the conceptual background of the project topic. This in turn helps students to frame quality questions in the questionnaire, while facing project viva and writing learning outcomes, findings, suggestions and conclusion of the project. It includes review of related published research articles, data from secondary sources like: reference books, magazine, newspapers, websites, databases etc.

#### **Chapter 4: Research Methodology**

Information related to research design including sampling, data collection tools used, tools used for data analysis, research process - step by step information on how respective research work is carried out is expected.

#### **Chapter 5: Data Analysis & Interpretations**

This includes relevant charts, tables, graphs, diagrams etc. quantitative data analysis using charts, tables, graphs and the diagrams followed by brief interpretation of each chart, table, graphs and diagrams.

#### **Chapter 6: Observations, Findings, Suggestions and Conclusion**

Specific observations drawn from data analysis and interpretation related to objectives framed to be documented without any doubt. In addition any general but



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related and significant observation to be mentioned. Finally related findings, suggestion and conclusion to be elaborated.

#### **References:**

References by using appropriate styles (APA, MLA, Harvard Style, Chicago style etc.)

#### **Annexure(s):**

Data Collection Tools (Questionnaire - primary data and/or Various Reports - Secondary data) Photographs if any.