

# JAIPURIA INSTITUTE OF MANAGEMENT LUCKNOW



Summer Training Manual



## VISION

To be an educational institution of choice for all stakeholders which promotes human well-being through continuous learning.



## MISSION

To provide learner-centric education that focuses on developing learners as competent, ethical and socially conscious management professionals through continuous improvement in the quality of teaching-learning process and research.



## Jaipuria Institute of Management, Lucknow

**The Summer Internship Project (SIP) is a 6 credit course – 3 Credit for Faculty Driven and 3 Credit for company driven**

### Ground rules for summer internship

- Summer internship will be for a period of six to eight weeks as per requirement and need of the organisation. Students are expected to develop sound understanding of the company profile as well as the project allotted to them by the company. They are required to stick to action plan in close supervision of the faculty mentor and industry mentors.
- No student will be allowed to leave the company in midst of summer internship and switch to any other company. This would lead to serious disciplinary action including cancellation of summer internship and award of F grade in SIP.
- During the period of internship an intern would not be allowed more than 3 days leave on valid reasons. Leave in any case of need to be first sought from the company mentor and afterwards from faculty mentor, failing which the student would be considered out of summer internship and award of F grade in SIP. Student will obtain and submit an attendance certificate from the company after completion of summer internship on (Annexure E).
- Payment of stipend and reimbursement of expenses is solely at discretion of the company.
- The students are required to be punctual and abide by the code of conduct of their respective intern organisation including dress code if any.
- Any student found in situation of misbehaviour, indulgence in wrong & unethical acts, disclosure or misuse of data, documents, resources (letter head, telephone and stationeries) and sharing of financial and confidential information of intern company to any outside sources shall be declared out of summer internship and appropriate action as deemed fit will be taken against the student concerned. Student will obtain and submit a no dues certificate from the company after completion of summer internship as per annexure F.
- The students are required to send Weekly report and Annexure through Moodle.
- The students, who are taking to summer internship on their own, should get the name of the organization approved by the authorities from CMC,. Submission afterwards will not be entertained. In case if any problem occurs of any nature for such students, then they will be responsible on their own. CMC will not assist in any way to solve the problem, if any. In all case student has to adhere all rule and regulation of SIP.

- Selection of a student for a company can be done by the CMC. Once SIP is finalised by CMC, under no circumstances change of company/location will be allowed without getting necessary clearance from the company and the CMC both.
- In case of joint project, every student has to submit a separate report and evaluation will be done accordingly. Verbatim reports on the same topic will not be accepted.
- If a student is self-employed, he/she can do summer internship in his/her own company/ business but evaluation of the report, other terms & conditions will remain the same. In this case, placement opportunity will not be given by Institute's CMC and the student needs to sign P.N.R (placement not required) No Industry feedback will be taken for self-employed students. Summer training evaluation of self-employed students will be based only on Power point presentation (80% weightage) and internal evaluation (20% weightage).
- In case, a student gets Pre Placement Offer (PPO), the student should request his supervisor to inform the institute in writing.
- All students are advised to establish good rapport with the supervisor and request him / her to be Industry mentor during the second year. This will definitely help in students to prepare them for facing corporate world.
- It is mandatory for all the students to be present on the presentation/orientation day. Absentees on presentation will not be entertained unless prior approval from the CMC.
- CMC will regularly monitor SIP of each student. In this process random visit / call will be undertaken. Getting negative feedback/student, found absent without approval on that day may result in a disciplinary action from the institute. The institute will not be responsible for any casualty during the SIP.
- Students will have to make their own arrangements for travelling, boarding & lodging and any other arrangements for SIP.
- Any unpleasant or unwanted action of student during SIP, which creates negative impact on relationship of Institute with corporate will not be acceptable under any circumstances. Any student involved in any such thing or activity will be dealt strictly which includes rustication from Institute or will be debarred from placements.

### Pre Summer Training:

- Guidelines for students: A hard copy / soft copy of the summer training manual will be given to each student before they start their summer training.
- Mentor List to be displayed to students and all the students have to meet their mentors, leave their contact details with them before they leave the campus.

### During Summer Training:

- Reporting of topic to CMC: All the students are instructed to mail/e-mail their topic to the CMC in the desired format by or within first week of joining
- Mechanism to ensure regular interaction with mentee: Every mentee has to ensure that he discusses and provides regular updates about his summer training work. Although the frequency of interaction is need based, still every mentee has to call/e-mail his mentor at least once in a week.
- Only one week of medical leave is applicable but the same needs to be approved by Industry Mentor and should be informed to CMC
- Mentors to encourage and ensure the report writing as per the guidelines given in SIP format.

Milestone No.	Report required	Report Submission Due	Report should be Submitted through
Mile Stone 1	Preliminary Report Annexure: 1	End of 1 <sup>st</sup> week of joining	Moodle
Milestone 2	Problem Identification Report Annexure: 2	20 Days from date of joining	Moodle
Milestone 3	Interim Report Annexure: 3	35 days from date of Joining	Moodle
Milestone 4	Draft Review Meeting	A week before submission of SIP Report	Moodle
Milestone 5	Complete SIP reports as per the guidelines		1) Hard Copy : CMC 2) Soft Copy: Respective Mentors

### Post Summer Training:

- Deadline for report submission: Will be informed looking at the current medical Situation
- Soft copy should be submitted after undertaking plagiarism check on "Turnitin"
- Penalty for not submitting report on time: There shall be "one " grade drop for delay of every "THREE" days OR Part there of . SIP grade will not be brought down below grade "C" due to grade drop .

In certain cases exemption may be given for the Summer Training Completion certificate by the organization and the reports may be submitted without the same but

the students have to necessarily submit certificates by the time summer training interviews are scheduled, else their candidature will not be considered for any competition inside/outside the campus. **The students, who fail to submit their summer training completion certificate to CMC latest by the last teaching day of 4<sup>th</sup> term, failing will not be allowed to appear in the 4<sup>th</sup> Trimester Examination.**

- Feedback of Mentee by mentor: The mentor will provide feedback about the mentee as per Annexure 4 on a scale of 1-5.
- Feedback (Annexure 7) duly should be submitted to CMC duly stamped or signed by company officials directly by courier only. In case feedback (Annexure 7) is sent online, it should be sent from company host server only. The last date for the same will be the last teaching day of 4<sup>th</sup> trimester, failing which students will not be allowed to appear in 4<sup>th</sup> term's end term exam.
- Report Evaluation and its parameters: The reports will be evaluated in two stages:
  - a) Summer Training Report Evaluation by Mentor: The mentor will evaluate the report submitted as per Annexure 5, and has to rate the performance of students on various parameters (13 items provided in Annexure 5) on a scale of 1-5.
- Project presentation: At time of Viva Students to carry Executive Summary of report of not more than 500 words.

The panel will evaluate the performance of candidate as per Annexure 6 (having 11 items) on a scale of 1-5.

Student's marks/grades will be assessed based on

- (a) Feedback on mentee by mentor vide annexure 4 (carry 10% weight),
  - (b) Feedback of mentor on SIP report vide Annexure 5 (carry 10% weight)
  - (c) Evaluation by panel vide annexure 6 (carry 50% Weightage)
  - (d) Evaluation by Industry Mentor annexure 7 (carry 30% Weightage).
- The project report will hold a maximum value of 6 credits.

## SIP Report Format

### No Distinction between Research & Non Research Based Report

#### SPECIMEN FORMAT FOR REPORT

1. Title Page {Use Standard Format as per Annexure (A)}
2. Certificate from Faculty Mentor {Use Standard Format as per Annexure (B)}
3. Certificate from Company {Use Standard Format as per Annexure (C)}
4. Student Declaration {Use Standard Format as per Annexure (D)}
5. Acknowledgement
6. Executive Summary
7. Contents
8. List of Tables
9. List of Figures
10. Chapters

#### **Chapter 1 INTRODUCTION**

- 1.1 Problem Statement
- 1.2 Rationale of the Problem
- 1.3 Methodology
- 1.4 Scope of the Study
- 1.5 Limitations of the Study

#### **Chapter 2 DETAILS OF THE ORGANIZATION (Max 1000 Words)**

- 2.1 Company Overview
- 2.2 Industry Overview PESTEL Framework Analysis of Company/ Michael Porter's Five Forces Model- Industry Analysis
- 2.3 Competition Analysis

#### **Chapter 3 APPROACH & METHODOLOGY**

3.1 Tasks to be performed

3.2 Detailed Analysis of the Task

3.2 Approach of performing Tasks

3.3 Final Conclusion of Tasks

## **Chapter 4 ANALYSIS & OUTCOME**

4.1 Choice of Data Analysis Techniques

(Brief Description of the Choice of Techniques Utilized and Justification)

4.2 Outcomes and Interpretation of Outcomes

(Give a Consolidated Representation of Result of the Analysis, Avoid using unnecessary Graphs and Diagrams)

## **Chapter 5 Conclusion & Learning Outcome**

5.1 Brief Description of Recommendations

5.2 Learning from the project

5.3 Limitation of the Project

5.4 Scope of further Work

6. References

7 Appendices

Annexure (A)  
Front Cover Format

**Project Title**

**Summer Training Project Report submitted in partial fulfilment of the requirements for the  
Post Graduate Diploma in Management**

**Or**

**Post Graduate Diploma in Management (Financial Services)**

**Or**

**Post Graduate Diploma in Management (Retail Management)**

**At**

**Jaipuria Institute of Management, Lucknow**

**By**

**Name of the Student**

**Enroll. No**

**Prof.....**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the Summer Project Study Report, Titled  
“ .....submit  
ted by Mr./ Ms. .... as partial fulfilment of requirement of the two year PGDM  
(2020-2022) is a bonafide work carried out by the student at our Institute.

This Summer Project Study is his/her original work and has not been submitted to any other  
University/Institute.

**Prof. ....**

**Prof. ....**

**Project Supervisor**

**Program Director- PGDM**

**Date:**

**Place:**

JALPURIA

Annexure (C)

Sample Format of the Summer Internship Completion Certificate from the Company

**(It should be on the official letter head of the organization)**

**Summer Internship Completion Certificate**

Date:

To

The Director

Jaipuria Institute of Management

Lucknow

This is to certify that Mr./Ms..... , student Batch PGDM 2020-22 at Jaipuria Institute of Management, Lucknow has successfully completed his/her Summer Internship from..... to ..... in our organization.

During this period his/her performance was Satisfactory/ Good/ Very Good (Kindly tick one).

**Remarks:**

.....  
.....  
.....

**Signature**

**Name of the Issuing Authority**.....

**Designation**.....

**Official Seal** .....

**Annexure (D)**

**Declaration Certificate by Student**

**DECLARATION BY THE STUDENT**

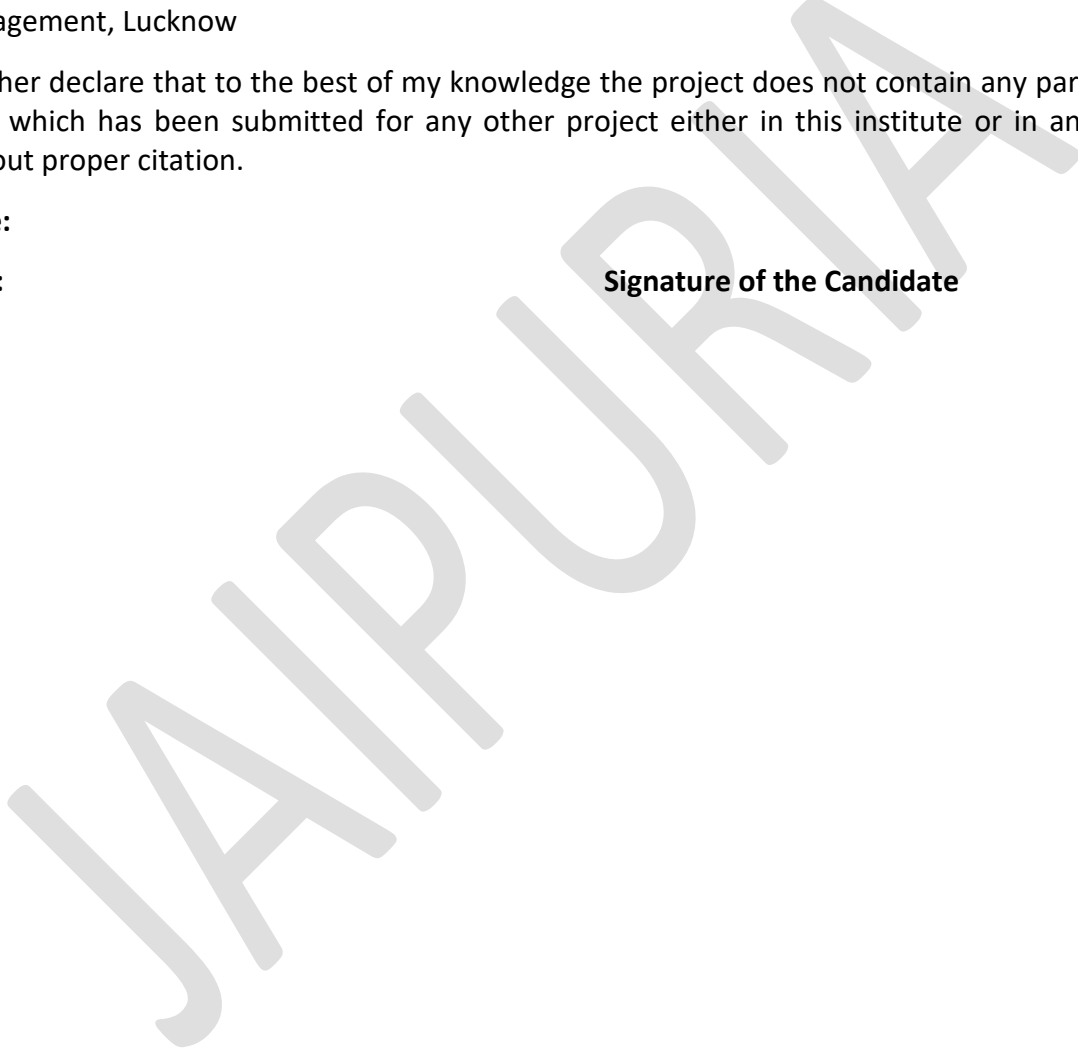
I ....., student of PGDM batch (2020-2022) declare that the project entitled ....., is my own work conducted under the supervision of ..... As a partial fulfilment of Summer Internship Program for the course of PGDM submitted to ..... and Jaipuria Institute of Management, Lucknow

I further declare that to the best of my knowledge the project does not contain any part of any work which has been submitted for any other project either in this institute or in any other without proper citation.

**Place:**

**Date:**

**Signature of the Candidate**



Annexure (E)

**Attendance Certificate from the Company on Completion of SIP**

**ATTENDANCE CERTIFICATE**

This is to certify that Mr. /Ms. ----- has completed his/her Summer Internship on project \_\_\_\_\_ in <Company name>, from \_\_\_\_\_ to \_\_\_\_\_. During this period his/ her attendance has been satisfactory.

**(Signature of Company Mentor with Seal)**

**Name of Industry Mentor:**

**Contact no. And e-mail**

**Designation:**

**Date: .....**

**Place: .....**

JALPURIA

**Annexure (E)**

**No Dues Certificate by the Company**

**NO DUES CERTIFICATE (BY THE COMPANY)**

Mr./ Ms..... worked with our company for his/ her Summer Internship Project from ..... (Date) to..... (Date). During this period his/ her conduct was good. We have no complaints against him/ her. All the files, books, reports or any other material issued to him/ her during the process of his/ her project have been returned and there is no due against him/ her in our Company.

We wish him/ her best in all his/ her endeavors.

**(Name & Signature of Company Mentor / Departmental Head with Date)**

JALPURIA

## ANNEXURES

### Annexure 1

#### **Preliminary Report (End of 1<sup>st</sup> week of Joining)**

- a. Name of the student:
- b. Enrolment No:
- c. Date of Joining:
- d. Date of Completion:
- e. Organization:
- f. Location of the SIP:
- g. Project Topic:
- h. Current Contact Detail:
  - (i) Mail-Id :
  - (ii) Mobile No.:
- i. Stipend: Paid (Rs./month) -
- j. Supervisor:
  1. Name:
  2. Email-Id:
  3. Department
  4. Designation:
  5. Contact No.:
- k. Daily dairy report of first week\_\_  
Reviewed the company profile, history and various kinds of advertisements & promotions done by Timex & its competition. Plan a marketing tool for brand campaign for watches like Timex and their competitors like Casio, Titan, Fossil, and Fastrack. This gave an overview of the latest advertisements & promotions used by Timex and its competitor to position their Brand. Recommend strategies to be adopted by Timex during the festive season. The strategies included seasonality, occasions and online advertisements during the year.

#### Undertaking by the candidate

**I undertake to submit the following reports as per the schedule given below:**

<b>EVALUATION COMPONENT</b>	<b>DATE PLANNED</b>
Milestone 2 of SIP Report:	
Milestone 3 of SIP Report:	
Final Report:	

Mentor Name:	
--------------	--

## Annexure: 2

### **Problem Identification Report (End of Second Week of Joining)**

Name:

1. Organization:
2. Objective of SIP Project
3. General understanding of industry and the firm's environment related to the project
4. Major Clients of the Firm:
5. Major Products of the Firm:
6. Major Competitors of the Firm:
7. Functional Area of Training:
8. Department Assigned:
9. Office Location (HO/ Regional/ Branch):
10. Daily Activity Report for second Week

## Annexure: 3

### Interim Appraisal Review Report (End of 4<sup>th</sup> Week)

Name:

Organization:

Project Title

Supervisor:

**(I) Objective of the study**

**(II) Nature of the Study:** choose the applicable options from below and attach a brief description of your study

a) Survey:

- (i) Structured Observation
- (ii) Unstructured observation

b) Process Review

c) Sales

d) Secondary data

**(III) Methodology of Study**

(Select an option from below and specify the particular data collection method being used, describe in max. 100 words)

- a) Survey: which alternative method of data collection through survey are you using?
- b) Observation: how are you recording your observation/Please specify the template being used.
- c) Sales report: how are you recording your sales generation data?
- d) Secondary data: which database are you using for sourcing your data?
- e) Appropriate tools/techniques that you adopted for the study?

**Learning outcome**

(Please mention learning outcome in concise and clear manner)

**Annexure: 4 Weightage 10%**

Feedback on Mentee by Mentor :

Student Name:

1	Regularity In Report	1	2	3	4	5
2	Evidence of Progress	1	2	3	4	5
3	Understanding of the organization	1	2	3	4	5
4	Initiatives and enthusiasm	1	2	3	4	5
5	Critical thinking	1	2	3	4	5
6	Analytical Ability	1	2	3	4	5
7	Soft Skills	1	2	3	4	5
8	General Business Awareness	1	2	3	4	5

**Annexure No: 5 (weightage 10%)**

Milestone 3: Feedback by Mentor on the SIP Report:

Student Name:

1	Clarity of objective.	1	2	3	4	5
2	Relevance of objectives for the organization/sector.	1	2	3	4	5
3	Appropriateness of selection of data collection (Primary vs. Secondary).	1	2	3	4	5
4	Appropriateness and adequacy of sampling plan in case of primary data/ for secondary appropriateness and adequacy of sources of secondary data collection	1	2	3	4	5
5	Appropriateness of data analysis tools.	1	2	3	4	5
6	Presentation of results of data analysis.	1	2	3	4	5
7	Interpretation of results obtained from data analysis	1	2	3	4	5
8	Objectives, methodology and analysis well aligned.	1	2	3	4	5
9	Quality and nature (general or specific) of recommendations given.	1	2	3	4	5
10	Overall quality of the summer training report.	1	2	3	4	5
11	Adherence to summer training guidelines provided.	1	2	3	4	5
12	Originality of Content	1	2	3	4	5
13	Incorporation of Suggestions	1	2	3	4	5

**Annexure No: 6 (Weightage 50%)**

Evaluation by Interview Panel & Viva Voce:

Student Name:

1	Overall understanding about the sector/industry.	1	2	3	4	5
2	Knowledge about the firm and its business	1	2	3	4	5
3	Clarity of the topic of the project	1	2	3	4	5
4	Alignment of objective & methodology	1	2	3	4	5
5	Quality of data; and interpretation & reporting of results	1	2	3	4	5
6	Managerial implication of the findings	1	2	3	4	5
7	Structure of the presentation	1	2	3	4	5
8	Communication Skills	1	2	3	4	5
9	Handling of questions	1	2	3	4	5
10	Clarity of thoughts	1	2	3	4	5
11	Appropriateness of candidate's attire.	1	2	3	4	5

**Annexure No: 7 (Weightage 30%)**

**ASSESSMENT OF THE STUDENT'S PERFORMANCE BY INDUSTRY MENTOR**

Please rate the student on the 8 dimensions given below, using the following 5 point scale.

Poor: 1 (.....) 5\* Excellent

\*5 Will be equivalent to 100%

**Name of the Student :**

	<b>Dimension</b>	<b>Numeric Score 1-5</b>	<b>Your Remarks</b>
1.	Ability to Adapt		
2.	Ability to Understand & define the Problem – Project objective		
3.	Ability to collect data methodically		
4.	Quality of data analysis & recommendation		
5.	Quality of project presentation		
6.	Organization's benefit from the Project		
7.	The Student's interpersonal skills		
8.	Disciplined Conduct & Punctuality		

Can you please recommend the said candidate for employment in your organization \_\_\_\_\_

Any other observations:

Signature of Company Project Guide: ..... Date:.....

Company's Seal: