

Sinhgad Technical Educational Society’s

**SINHGAD INSTITUTE OF MANAGEMENT & COMPUTER APPLICATION**

**NAAC Accredited ‘A’ Grade**

**(Affiliated to SavitribaiPhule Pune University, Approved by AICTE**

**& Accredited by National Board of Accreditation, New Delhi)**

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**MBA (2021-23 Batch) - Summer Internship Project**

**Guidelines for SIP Report Preparation**

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| **Initial (Prefatory) pages of Project Report**   1. Title page 2. Institute Guide Certificate 3. Company Certificate 4. Declaration 5. Acknowledgements 6. Executive Summary 7. Contents | **Basic Format Guidelines**  **Fonts :** Times New Roman  **Font Size**: Chapter Heading-16, Para Heading-14, Text-12  **Line spacing** :1.5  **Margin**: All sides -1 inch.  **Printing** : Both sides (Back to Back)  **Draft Copy**: Spiral  **Final Copy** : Black Book |

**Executive Summary:** *(Before the Contents Page)*.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** *(Paging starts from here)*

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, objective and limitations of project.

**Chapter 2: Organization Profile & Insight of Business Environment**

Organization profile is expected to include 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, client details (include financial data wherever needed). Current status, different product profiles, future plans of company. Insight of business environment is included as a part of SIP requirement stated under Savitribai Phule Pune University guideline, wherein brief introduction to the business environment (Global as well as Indian), Industry Analysis, SWOT analysis of the organization with respect to happenings in the respective industry can be included.

**Chapter 3: Research Design & Methodology**

In case of research project (by using research methodology) information related to research design including Sources of data collection i.e Primary & Secondary Data and Sampling Description which includes method of sample selection, size of sample & sample analysis is expected.

**Chapter 4: Conceptual Background**

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

**Chapter 5: Data Presentation, Analysis & Interpretation**

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. It may be historical or current data. Presentation of various statistical measures to analyse the data.

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

This chapter should cover the following:

1. Main Findings (Based only on the analysis and interpretation of the data) & Observations

2. Suggestions (only major suggestion).

3. Conclusion-This is the brief summing up of the entire project, preferably with positive attitude.

**Bibliography**

**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- Secondarydata) Photographs if any.