Institute Of Management, Nirma University

SUMMER INTERNSHIP POLICY DOCUMENT
MBA (FAMILY BUSINESS & ENTREPRENEURSHIP): 2023-25 Batch

GUIDELINES

I.   PREAMBLE

Summer Internship is mandatory for the MBA (FB&E) students specializing in Entrepreneurship Area.

The Internship provides an opportunity to the students of MBA (FB&E)-I to interact closely with the industry. After the completion of the foundation courses, they are oriented into the process of learning by doing project, on the one hand, and gaining practical experience on the other. At the post-graduate level and as family business owners or aspiring entrepreneurs, research and entrepreneurial skills are important in decision making; therefore, during the summer internship, the students hone their research and entrepreneurial skills and reinforce their report writing skills.

II   OBJECTIVES OF THE INTERNSHIP

The major objectives of summer internship are as follows:

   a) To provide the students with first-hand experience of family business or start-up.
   b) To help the students apply their learning from the first year.
   c) To develop research skills among students.
   d) To reinforce problem solving skills.
   e) To develop entrepreneurial skills.

III.   SCOPE OF THE SUMMER INTERNSHIP

The summer internship is intended to focus on a defined business problems in a specific area, analysis and finding a workable and implementable solution.

The project would require understanding of the organization in a broader context, understanding a specific organizational problem, framing and designing methodology, collection of data, analysis and conclusions.

The summer project may be used as a vehicle for learning organizational culture, structure and systems, working as a member of a team, developing analytical skills and its applications, finding solutions, developing entrepreneurial skills, and helping organizations in implementing the offered solution.

For the organizations, the students training may help in finding a solution to some defined problem and implementing the same.

IV. INSTITUTE & ORGANIZATION RESPONSIBILITY

(a) The Organization Guide (OG)

The organization should assign a person OG, from within the organization, who can guide the student during the period of the summer project. OG can help the student on any one or more of, getting organization perspective, liaison between the student and other members of the organization, formulating the problem, designing the methodology, organizing collection of data from within the organization, analyzing the data bringing in organization needs, and concluding the project

- To induct the student in the organization/department.
- To act as a mentor in the organisation.
- To clarify business problem.
- To help define research problem.
- To give the summer project details in writing.
- To provide resources to the students.
- To provide a certificate on completion of summer project work.

If OG is not assigned, student should request for OG to be assigned.

Student must ensure to get Completion Certificate from OG/Organization on completion of the internship.

V. THE FACULTY GUIDE

The faculty mentor will also act as a faculty guide (FG) for the summer internship. The student must inform the FG about his/her summer project and the details of the organization. The student has to fill up the prescribed form, get the signature of FG and submit the form to the programme office at the earliest, and in any case before leaving the campus for the summer project. Student will not be considered to have undergone summer project without this formality being completed.

The responsibilities of the FG are:

- To help define the research problem.
- To suggest appropriate research plan to diagnose the problem.
- To provide feedback on the report.
- To act as a liaison between the Institute and the company.
- To give moral support.
- To assess the summer project report of the student.

The students must keep in touch with the FGs during the summer projects. FG may be involved in formulation of the project and in the execution of the same.

VI. THE SUMMER PROJECT

(a) Title of the Project

- A specific project during the summer training is desirable.

- The organization may indicate the details of the project and project title when selecting a student. In such a case, it is desirable that the student does some preliminary preparations/investigations/etc. before joining the company. The student may identify the person from the organization who would be assigned as a guide to help the student.

- In case the organization has not indicated the project details before the start of the summer project, a student should, in consultation with the organization guide and faculty mentor, finalize the project.

- Communicate the details of the project and of the organization guide to the Institute and to the guide after the start of the summer project.

VII. DRAFT REPORT

The students are required to send soft copy of the draft report before submitting the final report. The draft report shall be mailed to the concerned faculty mentor on or before **June 20, 2024.**

VIII. Final Summer Project Report

(a) Introduction

- The students while preparing research project should be:

  - ➢ Able to define the problem
  - ➢ Operationalize the data
  - ➢ Should be able to collect the data
  - ➢ Analyze the data and
  - ➢ Present the data and analysis in an effective way.

- The student must clearly identify different aspects of the project. The project will have, in general, qualitative and quantitative aspects.

- Summer project report should be prepared by a student individually. The report should be checked for spellings and grammatically correct English before submission.

- The students should include the Summer Project "Completion Certificate" from the Organization in their Summer Project.

- The summer project report should have uniformity and should be spiral bound with soft cover.

(i) Format of the Report

- The report should be crisp and elaborate.

- The summer internship report should approximately be of 8000 words.

- Different type headings can be used to highlight the various sections of the text.

- The text should be typed in one point five spacing format.

- The report should be in running hand.

- Repetitions should be avoided.

- Recommendations, if any, to the Organization, based on the report findings, should be mentioned in the project report.

- The report should be properly organized with clear Chapter, heading and subheadings and be Spiral Bound.

- All tables and annexure must be named (e.g., Annexure-A, Table-13, etc.) and must indicate the source.

(ii) Organization of the Report

The sequence should be as follows:

1. Cover page
2. Title page

2.1 Author of report, company name, address, date of report, purpose of report, prepared for whom and submitted to whom.
3. Acknowledgements
4. Executive summary/abstract (About 300 words)
5. The body of the report should consist of three parts, viz.

   Part-A: Profile of the Organization,

   Part-B: Project Work; and,

   Part-C: Learning from the summer training project.

6. The 'Project Completion Certificate' obtained from the Organizational Guide should be Annexed in the Report.

(iii) PART A: Profile of the Organisation

This part should be a brief description of the organization.
It should contain:
- Organization History in brief.
- Brief details of the Top Management – Board, Owner, others.

- Size of the organization (turnover, employees, geographical spread, etc.).
- Vision and Mission of the organization.
- Use of 7-S framework to analyse the different aspects of the organization.
- Competitive position in industry (Using Porter's Framework).
- Future strategy/plans of the company.

(iv)   PART B: Main Body of the Project Work

The summer projects may broadly be classified in three types:
- Research based project [Type – I]
- Problem solving Project [Type – II]
- Experiential Learning Project [Type – III]

A typical main body of the project report would be organized as follows:

- **Research Based Project [Type – I]**

(1)   Introduction

- Nature of Problem, gap in knowledge / information
- Objectives of the study
- Utility of the study

(2)   Methodology

- Approach (quantitative vs. qualitative)
- Sources of data (primary and secondary)
- Method of data collection (survey, informal interviews, focused group discussion, etc.)
- Size of samples and method of sampling.
- Method of data analysis

(3)   Context of Industry Problem

(4)   Presentations of Data

(This represents data in a semi-processed form. It could be in the form of tabulations, and pie-diagrams, etc. or fact sheets in the case of qualitative data)

(5)   Analysis & Discussion

(This is the heart of the report. The analysis carried out should be discussed, referring to the tables and exhibits and the analysis should for the basis of the conclusions drawn in the following section)

- Conclusions
- Inferences
- Managerial implications
- Recommendations for action (if any)

Bibliography
Annexes

- **Problem Solving Project (Type – II)**

(1) Introduction

- Nature of problem (Situation analysis leading to problem definition)
- Objective (s) of the study
- Expected benefits

(2) Methodology / Approach adopted

- How information related to the problem was collected?
- How this information was analysed in order to understand the problem in its proper perspective and if necessary to redefine the problem?

(1)   Exploration of Alternatives

(2)   Criteria for Evaluation

(3)   Evaluation of Alternatives

(3)   Conclusion
   (a)   Nature of Solution
   (b)   Recommendations and action plan
   ©   Contingency Plan

Bibliography/ Annexures

- **Experiential Learning Project (Type – III)**

1) Introduction

   1. Context of the organization and specific department/branch

2) Methodology

   a. Ethnographic Study (collecting information as a participant observer)
   b. Maintenance of Journal / Diary (given below is an illustrative list of issues that you may like to keep track of)
      - Company-image from inside
      - Self-image of employees
      - Employee satisfaction
      - Effectiveness of instruments for motivating employees
      - Power equations and hierarchy
      - Work culture – co-operation, creativity, openness, transparency, etc.
      - Sources of conflict
      - Sources for opportunities for company
      - Issues for future competition

- Discussible vs. Non-discussible issues
- Early warning signals

3) Observations

- Classification of observations   a) About organizational Training
                                                 b) About self learning
- Trends / Patterns

4) Identification of critical issues or problem areas if any

5) Conclusion

- Summary of trends in organization
- Summary of feedback given to organization
- Summary of self-learning

Bibliography
Annexures

(v) PART C: Learning from the summer training

(1) Application of concepts, tools, techniques and skills learnt at the NIM.
(2) Mention new knowledge, tools, techniques or skills that you may have picked up.
(3) Any augmentation of soft skills such as building interpersonal relationships.
(4) Any directions for future learning or career path that you may like to pursue.
(5) This is an important section of the report and it should be dealt with utmost seriousness.

IX. CALENDAR

The students have to undertake the Summer Internship for a period of **4 weeks from May 13 to June 23 2024**.

The draft report should be submitted (E-mail) to the faculty mentor on or before **20th June, 2024**.

The students shall submit their final summer project reports by **2nd July 2024 in two copies** (spiral bound) at the Programme Office.

X. GRADING

The Summer Projects Assessment will be graded like other courses and also be reflected in Grade Report. However, it will not be considered for CGPA calculation.

The Summer Project will be evaluated in two stages:

- Evaluation by Faculty Guide (Mentor) which would carry 50% weightage, and
- Report Presentation by a panel of two faculty members and carry 50% weightage.

The overall grading will be as under:

Absent or 0%	: I = Incomplete
Below 50%	: US = Unsatisfactory
50 – 59%	: S = Satisfactory
60 - 79%	: VG = Very Good
80 - 100	: E = Excellent

The **presentations** would be tentatively scheduled in the **2nd week of July.** The students are required to obtain a minimum of 50% marks in the summer project in order to be eligible for promotion to the second year.

The cases of those students, who do not obtain 50 marks in the summer project, would be reviewed by the Director for suitable action. The Director, in consultation with the Programme Chairperson and the concerned faculty guide may or may not allow student to put improve his/her summer project report, which may be evaluated again in the same manner as the earlier evaluation.

Submission Deadlines

Draft Report	June 20, 2024
Final Report	July 02, 2024