

# ***Training & Placement Cell***

## **Guidelines for 06-08 week Summer Training/ Project**

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### **OBJECTIVE OF SUMMER TRAINING**

The primary objective of Summer Training is to gain through practical experience, a sound appreciation and understanding of the theoretical principles learnt in two semesters of PGDM/MBA & four Semesters of BBA. Summer Training is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession.

Advantages to be gained by Management Students in 06 - 08 weeks of Summer Training are:

- Systematic introduction to corporate Culture and development of requisite skills
- Recognizing his / her responsibilities as a professional.
- Understanding real life situations in organizations and their related environments, and accelerating the learning process of how his / her knowledge could be used in a realistic way.
- Understanding the formal and informal relationships in an organization.
- Continuous learning.
- Understanding problems and providing unique solutions.

#### **1. INTRODUCTION**

PGDM/MBA/BBA students are required to undergo 06-08 weeks Summer training. This training is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The training would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different specialization areas as discussed further.

#### **2. Rules for Training**

All the students must follow the following rules & regulations. Not following the rules & regulations may result in cancellation of candidature & student will have to repeat the training undergo training in next semester.

##### **1) General Rules:**

- a. All the communication must be in writing. No verbal communication will be accepted.
- b. Student should follow the procedures as mentioned in guidelines.
- c. All the reports and forms must be submitted in the prescribed formats.
- d. Student should adhere to the timings for submission of various reports as mentioned in the guidelines. No excuse will be entertained in any case.
- e. Student must be in regular touch with his faculty mentor.

##### **2) Conduct Rules:**

- a. Student must follow code & conduct of the company/organization.
- b. Student must adhere to the timing schedule of the company / organization.
- c. Student must follow the dress code of the company / organization.
- d. Student must mark his attendance daily.
- e. Student should not indulge in informal talks and must behave professionally in the organization / company.
- f. Students will not speak negative about the institute and their faculty members.
- g. Proper respect should be given to the external supervisor and other staff members of the organization / company.
- h. Misbehavior of any kind may result in cancellation of candidature.
- i. Receive instruction and carry out suggestions for training sincerely and to the best of your ability.
- j. Students will discharge every responsibility assigned to him in full spirit.

##### **3) Leave Rules**

- a. Student must submit the holiday schedule of the company / organization to the faculty mentor along with synopsis.

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- b. Student attendance in the company / organization must be at least 90% or as specified in the rules & regulations of the organization / company, whichever is higher.
- c. No leave should be taken without prior permission from the company / organization. Leave must also be informed & sanctioned from college faculty mentor.
- d. If a student is absent during surprise visit without any prior information, his / her candidature will be cancelled and student has to repeat the training in the next semester.

### 3. EVALUATION OF PROJECT

The project done during the training will be evaluated according to the following criteria:

S.No	Criteria	Marks
6.1	Project Report and Documentation	10
6.2	Presentation and Demonstration	50
6.3	Conceptual Clarity	10
6.4	Remarks of External Project Supervisor/Guide	10
6.5	Remarks of Faculty Mentor incl. attendance (10+10)	20

**Total: 100**

\* Marks of external guide must not be below 7 to qualify for successful completion of training.

The descriptions about various criterion are as follows:

#### **3.1 Project Report and Documentation:** (10 Marks)

The marks for Project Report & Documentation will be decided on the basis of following documents.

5.1.1	Synopsis	2
5.1.3	Final Project Report	8

All the above mentioned documents/reports must be submitted within allotted time & in the prescribed format.

**3.1.1 Synopsis:** A document to brief the project undertaken by a student and the requirements for the project. The format of Synopsis is given in **ANNEXURE – I**. The Synopsis must be submitted within 15 day from the DOJ to faculty mentor. The synopsis must be submitted after discussing the project with external project supervisor and faculty mentor. The synopsis will be approved by the faculty mentor and HOD and then student can continue with the project (Anne-I to be submitted to T & P cell within 21 days from the DOJ)

**3.1.2 Final Project Report:** The project report has to be submitted as per dates announced by department. The format of the Final Report is given in **ANNEXURE – II**.

These reports are to be properly catalogued. Students will submit **two (2) copies** of the Final Project Report. (**One for College Library and One for Organization**)

One soft copy of the project (on CD ) should also be submitted to Training & Placement Cell.

#### **3.2 Presentations and Demonstration** (50 marks)

At the end of the training period, students are required to present the project done, during the training period in front of the panel. The panel will **comprise of HOD, I/C T & P Cell and Faculty mentors**. Students should use LCD for Presentation and demonstration. The presentation/demonstration will start as per the dates announced separately.

#### **Rules for presentation**

- Students **should use LCD** for Presentation and Demonstration.
- The presentation **should not be paper reading** and **duration** of the project will be of **30 minutes to 1 hr** for each presentation.
- No group presentation will be accepted. Each student will work on a different project.

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### Presentation Evaluation Details:

The presentation/demonstration given by student will be evaluated according to the following criteria:

S. No	Criteria	Marks
1.	Project type and Level of Project *	5
2.	Understanding about Project **	5
3.	Thoroughness in skill set ***	5
4.	Communication Skill and Confidence Level****	25
5.	Query Handling*****	10

#### \* Project Type and Level of Project

\*\* Understanding about project of the student's can be accessed and evaluated by checking whether he/she is able to convince the layman and professional about the project which he/she has actually developed. It includes the following parameters:

- ✓ What is the project?
- ✓ What it meant for?
- ✓ How it is useful?
- ✓ What kind of solutions it provides?

\*\*\* Thoroughness in Skill set of students means whether he/she has thorough knowledge of the skill sets used in developing his/her project.

#### 3.4.1 Periodic discussions

The students undergoing training will have to report personally/telephonically or email to the faculty mentor at least once in two weeks to intimate the status of the project.

### 4. Phases of Training Period

1) The following are the dates for submitting the documents:\*

S.No	Document	Date of Submission
1)	Confirmation Letter Joining Report	25 May 2010 for self option 18 June 2010 to faculty mentor 25 June 2010 to T & P Cell
2)	Synopsis	Within 15 days from Joining
3)	Appraisal Proforma	Within 03 days from the date of completion of training
4)	Project Report Submission	To be announced by the Deptt

\* If any of the dates mentioned above is a holiday, then the next working date should be considered. The Roll No. wise Date sheet will be displayed later. No request for change in the date of the presentation will be entertained.

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**ANNEXURE- I**  
**Project Synopsis Format**

Name of Student: \_\_\_\_\_ Roll No: \_\_\_\_\_

Project Undertaken \_\_\_\_\_

Estimated duration \_\_\_\_\_

Name of Organization & Address: \_\_\_\_\_

External Supervisor Name \_\_\_\_\_

External Supervisor Designation \_\_\_\_\_

External Supervisor Phone No: \_\_\_\_\_

External Supervisor Email: \_\_\_\_\_

**Project Description**  
*(Use separate sheet for description of the Project)*

**Scope of Project** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature of Student**

**Comments / Observation by Faculty Mentor:**

\_\_\_\_\_

\_\_\_\_\_

**Recommended**       **Yes**                       **No**

\_\_\_\_\_ **Date:** \_\_\_\_\_

**(Signature of Faculty mentor)**

**Approved**                       **Yes**                       **No**

\_\_\_\_\_ **Date:** \_\_\_\_\_

**(Signature of HOD)**

(To be submitted to T&P Cell within 21 days from the date of joining after approval of faculty mentor/HOD)

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### **Annexure-II**

### **General Gudielines**

1. The project has to be in printed form with font size 12 Times New Roman with double spacing. Sub-heading font 14, heading font 16.
2. Cover should be hard bound and should be in black/blue color only. Avoid using multi colours.
3. The length is not important, but the content is.

### **Project Report Format**

#### 1. Cover and Title page

- Certificate
- Acknowledgement
- Declaration given by the student
- Table of contents
- Executive summary

#### 2. Introduction to the project.

- Introduction
- Objective of the study
- Methodology
- The chapter would contain the following things.
  - Sources of data
  - Sample size, if any
  - Methods of data collection
  - Instrument used
  - Tools and techniques of analysis

#### 3. Literature review:

This section for the summer training report would mean writing about the ways in which the organizational realities are similar or different from theory. The management theory dealt with in the report must be written in detail.

- The Background
- The Promoters
- The Company and its Product line
- Features of the Product
- Marketing strategies
- Competitors
- Government Policies
- Taxation aspects
- Major problems
- Achievements
- Share Market position
- National and International Image
- Future Prospects
- Conclusion

#### 4. About the project (assignment or topic) taken in the organization

#### 5. Surveys, Feedback and Data Analysis

#### 6. Suggestion/ Recommendation

#### 7. Conclusion

#### 8. Bibliography

#### 9. Appendix/ Annexure

If you use any table/graph/ Figure, then it is to be numbered and source of information from which it is collected, is to be mentioned under each.

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**ANNEXURE- III**  
**FINAL APPRAISAL PROFORMA**

(To be filled by External Project Supervisor and send to T & P Cell)

Name of Student: \_\_\_\_\_ Roll No: \_\_\_\_\_

Project \_\_\_\_\_

Name of Organization & Address: \_\_\_\_\_

External Project \_\_\_\_\_

Supervisor (with Phone No) \_\_\_\_\_

Period of evaluation: From \_\_\_\_\_ To \_\_\_\_\_

Sr.No	Criteria	Marks Awarded (each out of 10)
1.	Punctuality	
2.	Regularity of Work	
3.	Improvement in Communication Skills	
4	Improvement in Learning	
5.	Improvement in confidence	
6.	Leadership/Team Work	
7.	Self motivation	
8.	Initiative & Dedication	
9	Discipline & Sincerity	
10	Problem Solving Capability	
	<b>Grand total</b>	

**General Remarks / Observations with regard to deficiencies / problems / suggestions for improvements:**

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**Signature of External Project Supervisor/Guide (With Seal & Date)**

**Send this to :(Mark as confidential)**

Incharge T & P Cell  
Surya Group of Institutions  
Gaura, mohanlal Ganj Lucknow



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