



SUMMER PROJECT MANUAL

Date	Version	Document Name & Code Version	Prepared/Modified by	Reviewed/ Approved by
May 08, 2023	01	Summer Project Manual MIM/ACA/SP/MAN/V.1	Dr. Vinoth S Dr. D Charumathi Ms. W Shabeena Shah	Academic Coordinator / Director
April 26, 2024	02	Summer Project Manual <u>MIM/ACA/SP/MAN/V.2</u>	Dr. S.G.BALAJI	Director

Course Name : Summer Project

Project duration : 6 weeks

Credits : 3

A mandatory requirement to obtain MBA degree from University of Madras

1. Purpose

To orient and facilitate students to successfully complete summer project as per the requirements.

2. Responsibility

<i>Student</i>	: Owner of the Project
<i>Mentor (Internal Guide)</i>	: Project Guidance and necessary approval
<i>Librarian</i>	: Project database, Plagiarism check and Report Collection (Hardcopies)
<i>Head Admin</i>	: Prepare student's Bonafide certificate and disseminate project related communication to students and faculty
<i>Academic Committee*</i>	: Review and Approval of final draft
<i>Academic Coordinator</i>	: Scheduling reviews and follow-up with mentors
<i>Director</i>	: Final Approval of Schedules and Project Reports

3. Pre-requisites

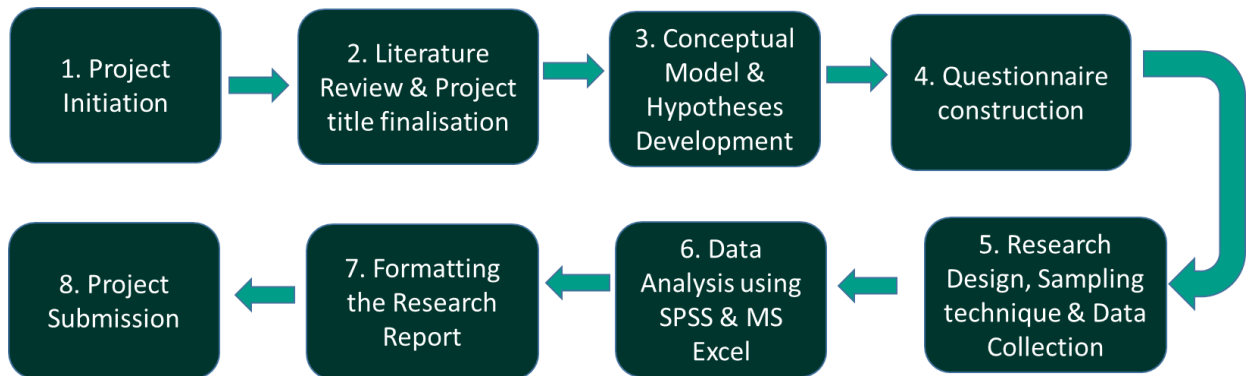
- Students to choose and undertake project from different organisations (not more than three students in multi-domains per organisation)
- Attend the mandatory orientation on summer project



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- Obtain a **Bonafide certificate** for approaching organisations for summer project.
- Students to undergo summer project training as per the training schedule

4. Process Flow



5. Procedure

5.1 Project Initiation

Step 1: Students to obtain a project in a **private/public limited** company for a period of 6 weeks

Step 2: To obtain approval from the mentor (internal guide) on the company identified for summer project

Step 3: On approval, students to proceed for obtaining **project acceptance letter** from the organisation and submit the same to the mentor

Step 4: Student to provide name, designation, email id and **contact number** of the person he/she reports in the organisation (**external guide**)

Step 5: Student to share the project guidelines and requirements with the external guide

Step 6: Student to identify a **suitable title for the project** in consultation with the mentor and external guide

Step 7: On meeting the requirements from Step 1 to Step 6, students to initiate the summer project work

5.2 Process

Step 8: Students to review the available literature relevant to the approved title



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Step 9: A minimum of 20 journal articles has to be collected from EBSCO & J Gate and reviewed . *

Step 10: Students to identify research gaps and develop a suitable framework / model clearly indicating the independent and dependent variables. *

Step 11: Students to set hypothesis / objectives based on the model. *

Step 12: Students to design a questionnaire with validated scales / constructs relevant to the research model *

Step 13: Student to obtain approval on the research model & questionnaire from the mentor, and from the external guide

Step 14: Student to initiate data collection process by distributing printed questionnaire (offline) and/or google forms (online)

Step 15: Student to strictly ensure that the data is collected from relevant (target) respondents and is original.

Step 16: Simultaneously, Students to complete Chapter 1 (Introduction) & Chapter 2 (Review of Literature) as per the project guidelines.

Step 17: The details of collected responses has to be shared with the mentor for validating the genuineness of the data and approved by Academic coordinator

Step 18: Student to perform data analysis only using MS Excel and IBM SPSS*

Step 19: Student should conduct at least one multivariate analysis*

Step 20: Student to complete Chapter 3 (Research Methodology), Chapter 4 (Data Analysis & Interpretation) and Chapter 5 (Summary of Findings, Suggestions and Conclusion) as per the project guidelines. *

*** *Training will be provided to meet the requirements***

5.3 Project Completion

Step 21: Student to submit a draft of the project report (in printed form) to the mentor for approval.

Step 22: Students to carry out the mentioned corrections and obtain approval from the Academic committee.

Step 23: Student to obtain project completion letter which should contain Name of the student, Register No, Title of the project and Project duration with seal and signature of the authorized signatory.



Step 24: The completed project should contain project completion letter (from the organisation) and plagiarism report (from the Librarian)

Step 25: The submitted project should culminate into a research article and submitted to a UGC Care / Scopus / WoS indexed journals within 15 days from the submission of project report.

6. Guidelines

6.1 Report Formatting

- Times New Roman
- Chapter title – 20 size, font bold (Separate Page without page numbers)
- Headings – 14 size, font bold, Upper case
- Sub Heading – 12 size, font bold, Upper case
- Text – 12 size, font normal
- 1.5 line spacing
- 1 inch margins on all sides
- Page numbers at centre - bottom
- Preliminary pages – small roman numbers (centre – bottom)
- Page number 1 starts from chapter 1(Introduction)
- APA Citation, Tables and Referencing Styles*

6.2 General

- Students to report to the mentor as per the scheduled dates of review
- Students failing to report for reviews and not meeting the project requirements will not be eligible to submit the project report
- A project report should be between 50 to 75 pages
- The project report should be comb (black) bound with blue front & back cover
- Two copies of report has to be submitted
- One copy to be taken in A4 Bond sheet with colour printout, and the other in A4 sheet with B&W printout
- Plagiarism should be less than 25%



Training Schedule

Module	Instructor / Trainer	No. of Hours
Review of Literature & Identification of research gaps, Referencing (APA Guidelines)	Dr. D. Charumathi / Dr Nidhi Srivastava	3
Conceptual Model & Hypothesis development, Questionnaire construction	Dr T A M Hameed Kan / Dr. Shabeena Shah W	4
Research Methodology	Dr. Kalaivani Balaji / Dr Irudhyamary	3
Parametric and Non Parametric Tests	Dr A Appu / Dr Sindhura K	5
Multivariate tools	Dr S Vinoth / Dr Catherine Julie Aarthu	5

7. Project Status & Review

Review	Date	Prepared and Submitted at the time of Review
First Review	Beginning of Week 3	Chapter –I Introduction -Definitions and Concepts – Introduction to XX Industry- Scope of the XX Industry- Global Scenario (Few Statistics)- Indian Scenario (Few Statistics)-SWOT Analysis - Trends and Future- Study of Company Profile- Problem statement / Need for the study - Conceptual framework/model - Objectives of the study- Scope of the study. Chapter –II Review of Literature Journals, Websites, Reports, Books ▪ Questionnaire design and Approval ▪ Primary data Collection



Second Review	Beginning of Week 4	Chapter –III Research Methodology Research Design, type of research- Sampling Methodology (Population, Frame, Method, Size)- Data Collection Methodology (Data collection Method, sources of Data, Data Collection instrument)- Pilot Study (Standard Deviation Value)-Hypotheses & Statistical Tools/Techniques (explain each method briefly)- Statistical package used (SPSS with version no.)- Limitations of the study.
Third Review	Beginning of Week 5	Chapter –IV Data Analysis and Interpretation For each question – SPSS output printout- Introduction to the question- Table No./Table Heading/Table with data/source- Figure (Optional), Interpretation. Data Analysis and Interpretation for each developed hypothesis, Multivariate Analysis Chapter – V Summary of Findings, Suggestions and Conclusion Summary of findings (based on questionnaire)-other observations- Suggestions-Conclusion.
Final Review	Beginning of Week 6	▪ Rough draft Submission
	End of Week 6	▪ Final Report Submission
	Week 7	Viva-Voce



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Annexure

Preliminary Page Format

“Project Tile”

Summer Project Report submitted to the University of Madras

In partial fulfillment of the requirements for the award of the degree

MASTER OF BUSINESS ADMINISTRATION

Submitted by

Student Name (Reg. No. XXXXX)

Under the guidance of

Internal Guide Name

Designation



**MEASI
Institute of
Management**

MEASI INSTITUTE OF MANAGEMENT

(Approved by AICTE & Affiliated to University of Madras)

#147, Peters Road, Royapettah, Chennai - 600 014.

Month Year



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BONAFIDE CERTIFICATE

This is to certify that the project entitled “**Project tile**” submitted by **Mr. / Ms. Student Name (Reg. No: xxxxxx)** in partial fulfilment of the requirements of the Post Graduate Degree course in **Master of Business Administration (M.B.A)** for the year 202X- 202X is the original work of the above candidate.

INTERNAL GUIDE NAME

**(PROJECT GUIDE &
INTERNAL EXAMINER)**

DIRECTOR



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DECLARATION

I, **Student Name (Reg. No: XXXXXX)**, Bonafide student of Business Administration, MEASI Institute of Management, affiliated to University of Madras hereby declare the project entitled “**Project Title**” was prepared towards the partial fulfilment of **Master of Business Administration (M.B.A)** final year Degree course from the University of Madras. The report was prepared by my own effort and it has not been submitted earlier either to this university or to any other university / Institution for the award of any degree or diploma.

Place: Chennai – 14

Date:

Student Name



ACKNOWLEDGMENT

I take this opportunity to express my gratitude to all those without whom this project would not have been possible. First, I would like to thank the **Director**, MEASI Institute of Management.

Sincere thanks to my guide **Internal Guide Name, Designation**, MEASI Institute of Management, who encouraged and helped me from the beginning to develop the concept ideas to pursue the project in legit way, I have learnt so many things from him.

I thank **External Guide Name, Designation, Organisation name** for providing valuable inputs and supporting me throughout the project work.

I also wish to express my gratitude and thank my family and friends who backed me throughout the project. I would like to convey my sincere thanks to those good souls who helped me to take the project to next level.



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LIST OF CHARTS

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