



**DEPARTMENT OF BUSINESS MANAGEMENT, INTEGRAL  
UNIVERSITY**

**SUMMER TRAINING PROJECT GUIDELINES FOR BBA PROGRAMME**

An imperative component of BBA program, summer training in a reputed organization. During training, the students carry out an intensive work on a specific management project assigned by the organization. The students gain practical insight into working of the organization and the organization, in turn, gets an opportunity to evaluate the worth of students. This is also an ideal way to learn about an industry and to build a relationship with a prospective employer. The performance during training may lead you to the full time job in future. The internship is done after BBA Part I, Semester II.

**KEY POINTS:**

1. BBA students are required to undergo training in their specialization area i.e. MARKETING, HUMAN RESOURCE, FINANCE or IT. BBA students will undergo training in any area of management.
2. The details of assignments provided from the organization must be updated to their training faculty coordinator through E-mail or WhatsApp and a format is also available in on the Whats app group and Website which to be submitted to the Training Coordinators duly signed by Faculty Guide as well as Organizational Guide.
3. The Project must have an appropriate title. (Students should request the organization and finalize a title for their Training).
4. In case of primary data collection, the questionnaire has to be designed in consultation with Trainee Incharge of the company /organization.
5. Report has to be systematically written as per standard guidelines given by the Department of Business Management. **Each page should carry statement of identification, Page number, using header & footer application.**
6. **No two or more reports could be identical even if the organization and project is common. Each student should write a separate report and clearly mention his / her individual contribution.**

7. Prepare 2 (Hard bound) copies of report. Retain original for yourself and submit hard bound copy to the Department for Evaluation.. If company requires, the student may submit one copy to the company.
8. **Collect a Training Certificate** from the organization .The photocopy of same has to be submitted to the Summer Training Coordinator immediately after getting. One colored certificate has to be attached with the original copy of report.
9. Internet and other sources are to be used for secondary data collection. Copying of any similar study from internet will be subject to strict action.

### **IMPORTANT DATES**

1. **Submission of Training Certificate:** Immediately on beginning of New Session.
2. **Summer Training Report Presentation:** All the students are required to present their summer training through PPT (the format is available on WhatsApp group in front of a panel of faculty coordinators for evaluation).
3. **Writing Summer Training Report:** The student is required to write immediately after his/her training report presentation incorporating the inputs the final report and suggestion made by the Evaluators during presentation.
4. **Submission of Report :** The final report has to be submitted within 15 days after the report presentation.
5. **Presentations :** As per time table ,the specific date will be allotted to each Student (Check the Notice Board of the Department)

### **GUIDELINES FOR WRITING SUMMER TRAINING REPORT**

1. **Title Page**
2. **Certificate – By Organization**
3. **Acknowledgment**
4. **Executive Summary**
5. **Contents**
6. **Brief Profile of Company**
  - a) Brief history of the company ( Industrial Growth and Market Share)
  - b) Vision /Mission of company
  - c) Organizational Chart
  - d) Details of Product /Services
  - e) Corporate Strategy as regards to Marketing / HR / Finance/IT
  - f) Future Planning
  - g) Brief Profile of the organization imparting training, e.g. - Branch, Franchisee, and Distributors etc.
7. **Daily Diary-Date wise reporting of tasks, assignments and achievements.**

## **8. Conceptual Description of the Topic**

9. (I) In case of Primary data Collection and Secondary Data Analysis-

- a) Objectives
- b) Research Methodology (Including Type of Research design e.g. Exploratory, Descriptive, Experimental, etc., Sampling Technique & Sample Size)
- c) Analysis and Interpretation of Data
- d) Findings , Conclusions and Suggestions
- e) Limitations of the Study

(II) In case the students is given a Job Based Assignment (like Opening of DMAT Account, sales etc), this section will have the following components-

- a) Division of Tasks as Task 1, Task 2 etc
- b) Division of task Area and profile of the area( locality) to be covered , Customer Profile
- c) Proceeding of the task and completion of the task
- d) Learning and knowledge gained as per objective of the study.
- e) Conclusion and Suggestion

10. References: Books, Articles, Web addresses, Link etc.

11. Annexure

## **AT THE TIME OF TRAINING REPORT PPRESENTATION**

Power Point Presentation has to be prepared by each student. It must contain the following details:

- a) Brief Profile of the Company
- b) Detailed Profile of the organization imparting training
- c) Organizational Chart and details of the organizational activities of the respective departments of the training organization.
- d) Conceptual background of the topic
- e) Details of work completed-
  - Objectives, Analysis of the data retrieved from the questionnaire, Findings, Suggestion and Limitations
  - In case of Job based work- number of clients , profile of subject area ,profile of the clients contacted and experiences in the process
  - Post training feedback and learning with respect to the topic
- i. Original or Photocopies of all the questionnaires, list of the contacted clients, company brochure and all relevant material have to be produced before the panel of Evaluators.

**Prof. Adeel Maqbool**  
**Vice Dean**

**Dr. Syed Shahid Mazhar**  
**Head**