



SCHOOL OF MANAGEMENT
SUMMER TRAINING INSTRUCTIONS MANUAL

ITM UNIVERSITY, GWALIOR

Turari Bypass, Jhansi Road, Gwalior – 4745001 (Madhya Pradesh) India

SCHOOL OF MANAGEMENT

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Introduction

As part of the degree programs, Bachelor's and Master's students at the School of Management, ITM University, Gwalior, are required to undergo an internship during Semester IV and II, respectively. This internship holds significant weightage, with a total of 6 credits allocated, and successful completion is mandatory for every student to obtain their respective degree in their chosen specializations.

Internship opportunities are diverse, spanning various agencies, organizations, and industries such as corporations, banks, hospitals, hospitality, research institutions, marketing firms, government departments, and more. Some students may receive remuneration, while others may not, and some may even have to pay for the internship experience. For many students, this internship may mark their first professional venture outside the University environment. During their time at the agency, organization, or industry, students are expected to work in a manner akin to other professionals within the setting.

It's essential to acknowledge that the rules and regulations of the hosting agency may not always be fully outlined at the onset of the internship. Moreover, these rules and regulations can vary significantly from one institution or organization to another. Therefore, students must familiarize themselves with the policies, rules, and regulations of the agency or organization where they are placed. An internship is not just a learning opportunity; it's a professional commitment undertaken by the student. The fundamental aspects of this commitment include cultivating good work habits, being open to supervision, and diligently completing assigned tasks within stipulated deadlines.

What is an internship?

The internship is a crucial component of both the Bachelor's and Master's offered by the School of Management. It is a structured, supportive, monitored, and evaluated course designed to provide students with valuable work/service experience. Through internships, students engage in experiential learning at various agencies or organizations, gaining insights and practical skills through observation and practice. This off-campus course is typically undertaken towards the end of the academic program.

The internship is an intentional learning experience with well-defined goals to facilitate cross-disciplinary learning, skill development, and integration of classroom knowledge with real-world applications. It familiarizes students with professional practices and the dynamics of the working environment. Internship experiences are tailored to balance the students' learning

objectives with the specific needs and tasks of the hosting agency/organization. It is a transformative process that empowers students to assume responsible roles, understand duties and responsibilities, and analyze and reflect on their learning and growth.

Each student works in an environment relevant to their field of interest and study. They are jointly supervised by an external non-departmental member (referred to as Supervisor) and a Faculty member of our Department. This combined experience, when well-planned and executed, promotes academic, career, and personal development. Students need to recognize that they represent our Department and University during their internships. Their performance and behavior not only reflect on themselves but also on the future opportunities for other students and the reputation of the University.

The internship is a 6-credit course, requiring students to complete 240 clock hours within the internship organization, based on 30 hours per credit. Students typically work 40 hours per week, spread over 30 working days. However, adjustments may be made if the organization's standard work hours differ. The student is expected to adhere to the work week and hours of the organization, following its general rules and regulations applicable to regular staff. Overall, the internship provides invaluable hands-on experience and bridges academic learning and practical application, preparing students for future professional endeavors.

Learning Outcomes:

- 1. Enhance Marketing Skills:** The students will be able to demonstrate a comprehensive understanding of marketing strategies and tactics by analyzing and evaluating various marketing campaigns and initiatives.
- 2. Improve Project Management Abilities:** The students will be able to apply project management principles by leading and coordinating projects and demonstrating skills in planning, scheduling, resource allocation, and risk management from inception to completion.
- 3. Refine Communication Skills:** The students will strengthen their communication skills through regular interaction with colleagues, clients, and stakeholders. They will focus on enhancing verbal and written communication, active listening, and persuasive presentation skills.
- 4. Develop Leadership Capabilities:** The students will cultivate, analyze, and evaluate leadership techniques by taking on responsibilities within team settings, learning to motivate and inspire team members, resolving conflicts, and fostering a collaborative work environment.
- 5. Expand Networking Opportunities:** The students will be able to integrate professional networking strategies by participating in industry events, seminars, and networking sessions, effectively seeking and building connections with professionals in the field.

Benefits/Advantages to Students

Internship offers students numerous benefits that extend beyond the confines of traditional classroom or laboratory settings. It presents a dynamic and enriching opportunity for students to engage in specialized learning experiences that may not be readily available within the University's infrastructure. Some of the key benefits include:

- **Observing Professionals in Action:** The internship provides students with the invaluable opportunity to observe seasoned professionals as they fulfill their job responsibilities. This firsthand exposure offers insights into real-world practices and enhances understanding of professional roles and responsibilities.
- **Application of Theoretical Concepts:** Students can apply theoretical concepts and processes learned during their academic program in practical settings. They can test theories, techniques, and methodologies in real-world scenarios, reinforcing their learning and understanding.
- **Skill Enhancement and Practice:** Internship allows students to practice, evaluate, and improve the skills and techniques acquired through their degree program. They have the opportunity to apply principles learned in the classroom and enhance their problem-solving abilities.
- **Creativity and Innovation:** Students can unleash and enhance their creativity by tackling real-world challenges and finding innovative solutions. Internship encourages experimentation and fosters a conducive environment for creativity to flourish.
- **Team Collaboration:** Internship provides students with the opportunity to work effectively as contributors to a team's efforts. They learn to collaborate with colleagues from diverse backgrounds, honing their teamwork and interpersonal skills.
- **Communication Skills Development:** Internship facilitates the development and demonstration of effective communication skills. Students engage in professional interactions, presentations, and written communication, refining their communication abilities.
- **Time Management and Coping Strategies:** Students learn to work within specified timeframes and meet professional demands, developing essential time management and coping strategies. They gain insights into prioritization, organization, and stress management.
- **Exploration of New Areas:** Internship offers students insights into new areas of research and development, potentially sparking their interest in pursuing further research or higher education in specialized fields.

- **Professional Growth and Confidence:** Engaging in an internship enhances students' professional growth, instilling confidence and self-esteem. They gain a deeper understanding of their capabilities and strengths, contributing to their personal and professional development.
- **Establishing Work Habits and Attitudes:** Internship helps students establish desirable work habits and attitudes, fostering a sense of responsibility and professionalism. They learn the importance of diligence, integrity, and accountability in the workplace.
- **Self-awareness and Development:** Through internship, students gain insights into their strengths and weaknesses, learning how to overcome challenges and leverage their strengths effectively. This self-awareness contributes to their overall growth and maturity as individuals.

Benefits and Advantages to the Agency/Organization

1. **Workforce Training and Development:** Internship programs provide opportunities for agencies and organizations to train and develop future workforce by imparting practical skills and knowledge.
2. **Expert Involvement in Education:** Agency experts can actively participate in educating prospective employees, ensuring that the required skills and knowledge are effectively taught.
3. **Input in Academic Program Development:** Involvement in internship programs allows experts to provide feedback on academic programs and curricula, contributing to their development and improvement.
4. **Collaborative Opportunities:** Internship programs facilitate collaborative work, action projects, and research partnerships between the agency and academic institutions, fostering mutual exchange of information, views, and ideas.
5. **Talent Identification:** Agencies can identify potential candidates for future employment through internship programs, evaluating their suitability and performance for potential recruitment.
6. **Corporate Social Responsibility (CSR):** Internship programs enable agencies to fulfill corporate social responsibility by partnering with educational institutions and contributing to student development.
7. **Role Modeling:** Supervisors and professionals within the organization can serve as role models to students, inspiring and guiding them in their professional journey.

Benefits to the School and University

- 1. Program Evaluation and Improvement:** Internship programs provide opportunities to evaluate existing programs and curricula, identifying areas for improvement to meet the changing needs of society.
- 2. Catering to Individual Interests:** Internship programs allow for catering to the individual interests, abilities, and skills of students, offering a platform for personalized learning experiences.
- 3. Skills Evaluation and Guidance:** Faculty can evaluate students' skills and competencies in professional settings, identify their needs, and provide guidance for realistic career goals.
- 4. Industry Interaction and Resource Utilization:** Faculty members can interact with industry experts, utilize equipment, and access infrastructure facilities unavailable within the university, enhancing teaching and research capabilities.
- 5. Identification of Research Opportunities:** Internship programs provide opportunities to identify meaningful research areas that contribute positively to national productivity and development.
- 6. Recognition for Innovation:** Industry and society recognize students' and faculty's contributions to innovative products, designs, and interventions, enhancing the university's reputation.
- 7. Enhanced University Image:** Internship programs enhance the university's image and create awareness about its programs across different sections of society, contributing to its outreach and impact.
- 8. Collaborative Research Opportunities:** Internship programs foster the development of collaborative and multidisciplinary research programs, enriching the university's research landscape.

Evaluation Criteria for the Summer Internship Program

The evaluation criteria aim to evaluate students' performance during the internship program, encompassing their practical skills, theoretical understanding, ethical conduct, critical thinking abilities, communication proficiency, and self-management competencies.

Report Evaluation Criteria:

1. Application of Theoretical Concepts (25%):

- a. Ability to identify and articulate theoretical concepts applied during the internship.
- b. Clarity in demonstrating the relevance and applicability of theoretical knowledge to practical scenarios.
- c. Depth of analysis in showcasing how theoretical concepts influenced decision-making and problem-solving.

2. Development of Practical Skills (25%):

- a. Evidence of hands-on experience and practical application of skills relevant to the chosen field.
- b. Quality of solutions proposed or implemented to address real-world challenges encountered during the internship.
- c. Demonstrated improvement or acquisition of technical competencies specific to the internship role.

3. Understanding Workplace Norms and Ethics (20%):

- a. Adherence to workplace norms, ethics, and professional conduct demonstrated throughout the internship.
- b. Reflection on how exposure to workplace environment enhanced understanding of organizational culture and ethics.
- c. Handling of ethical dilemmas or challenges with maturity and professionalism.

4. Enhancement of Critical Thinking and Communication Skills (20%):

- a. Clarity and coherence in the communication of ideas, both written and verbal.
- b. Evidence of critical thinking through analysis of complex problems and development of innovative solutions.
- c. collaborating effectively with colleagues, superiors, and clients, showcasing strong interpersonal skills.

5. Development of Self-Management Skills (10%):

- a. Ability to manage time, tasks, and responsibilities effectively during the internship period.
- b. Reflection on personal growth in self-management skills and strategies for improvement.

Viva Assessment Criteria:

1. Understanding of Internship Experience (20%):

- a) Articulation of key learnings and experiences gained during the internship.
- b) Ability to relate internship experiences to academic learning objectives and personal/professional development goals.

2. Application of Theoretical Knowledge (20%):

- a) Discussion on how theoretical concepts learned in the classroom were applied in practical situations during the internship.
- b) Examples illustrating the integration of theoretical knowledge into real-world decision-making processes.

3. Problem-Solving and Decision-Making Skills (20%):

- a) Response to hypothetical or real-world scenarios, showcasing problem-solving abilities.
- b) Explanation of decision-making processes undertaken during the internship and rationale behind choices made.

4. Communication and Presentation Skills (20%):

- a) Clarity, coherence, and persuasiveness in communication during the viva.
- b) Ability to effectively convey ideas, arguments, and reflections on internship experiences.

5. Self-Reflection and Professional Growth (20%):

- a) Reflection on personal strengths, weaknesses, and areas for improvement identified during the internship.
- b) Discussion on strategies for continued professional development based on internship experiences.

FORMAT FOR GENERAL REPORT

CHAPTER -1 INTRODUCTION

- About the Company
- About the Industry/Organization: Structure, Players, Market Size, Market Shares, areas of operations, Competitive Positions, advertising, and sales promotion, etc.
- About the assigned topic.

CHAPTER-2 SWOT ANALYSIS

- Strengths and weaknesses of the organization
- Opportunities and threats to the organization

CHAPTER- 3: PROBLEM STATEMENT AND DETAIL DIAGNOSIS

- Main issue or challenge addressed during the internship.
- Analysis of root causes, contributing factors, and underlying dynamics of the issue

CHAPTER-4: SUGGESTIONS, IMPLICATIONS, AND CONCLUSION

- Suggestions discussed with management
- Any other notable observations
- Recommendations based on findings and insights

REFERENCES

ANNEXURE

Daily Report format for Student

Weekly Report Format for Student

Students Performance Evaluation Form by Industry Guide

Students Performance Evaluation Form by Faculty Guide

Performa for Industry Certificate

Performa for Faculty Guide Certificate

Undertaking for the submission of Training Certificate

GUIDELINES FOR WRITING INTERNSHIP REPORT

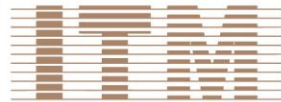
- **Page:** Pages should be of A4 size with a paperweight of 75 GSM.
- **Font Style:** Times New Roman.
- **Font Size:**
 - 16 for Main Heading
 - 14 for Subheading
 - 12 for Running Text
- **Justification:** The entire document must be fully justified (left+right).
- **Spacing:** The body of the report should have 1.5 line spacing.
- **Margin:** Maintain a margin of 3cm all around.
- **Paragraphs and Sections:** Include an extra blank line before and after every section and subsection. Paragraphs must be separated by a blank line and justified.
- **Headings & Subheadings:** Properly format all headings and subheadings using heading rules.
- **Punctuations:** Ensure a space after each punctuation mark (such as ; , . , etc).
- **Page Numbering:** Number every page, starting with 1 from the first page of Chapter 1. Use Roman numerals (i, ii, iii, etc.) for all pages before the first chapter.
- **Spelling & Grammar Check:** Apply MS Word's Spelling and grammar check feature to the entire document (report).
- **Separators:** Include separators after completing every chapter of the report. Use Times New Roman font with a font size of 42 and Bold.
- **Borders:** Borders on the pages will not be allowed.
- **Referencing Style:** Follow the APA referencing style for citations and references.
 - **Book with one author:**

In-text citation: (Smith, 2019)

Reference: Smith, J. (2019). The Art of Writing: A Comprehensive Guide. Publisher.
 - **Book with two authors:**

In-text citation: (Johnson & Lee, 2020)

Reference: Johnson, A., & Lee, B. (2020). Creative Writing Techniques. Publisher.



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- **Chapter in an edited book:**

In-text citation: (Jones, 2017)

Reference: Jones, K. (2017). Effective Communication Strategies. In A. Smith & B. Johnson (Eds.), Communication in the Digital Age (pp. 45-62). Publisher.

- **Journal article with one author:**

In-text citation: (Brown, 2016)

Reference: Brown, R. (2016). The Impact of Social Media on Marketing Strategies. Journal Name, volume(issue), page range.

- **Journal article with two authors:**

In-text citation: (Miller & Davis, 2015)

Reference: Miller, S., & Davis, M. (2015). Leadership Styles in Modern Organizations. Journal Name, volume(issue), page range.

- **Website article:**

In-text citation: (World Health Organization, 2020)

Reference: World Health Organization. (2020). Mental Health Awareness. Retrieved from URL

Note: The Cover Page and Declaration Form of Report can be downloaded from the following link:

<https://docs.google.com/document/d/1lenfgxTjdCETkx9IsVyeX1PkqNclTXJh/edit?usp=sharing&oid=111127918696785501753&rtpof=true&sd=true>

INTERNSHIP REPORT

A report submitted in partial fulfillment of the requirements for the

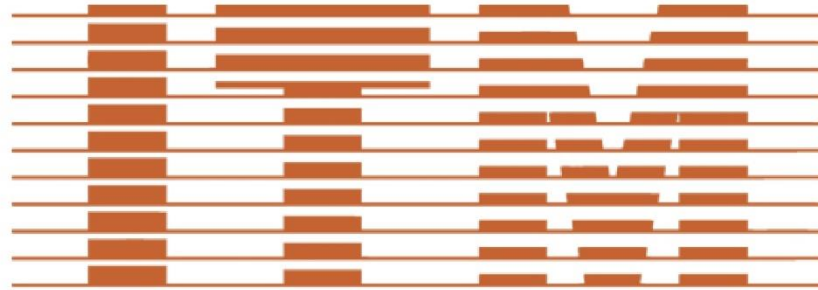
Award of Degree

of

MASTER OF BUSINESS ADMINISTRATION

in

MENTION YOUR SPECIALIZATION



U N I V E R S I T Y
G W A L I O R • M P • I N D I A

Supervisor:

Submitted By:

Name:

Name:

Designation:

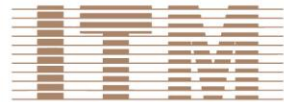
Roll No. –

SESSION: 2023-2025

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DECLARATION

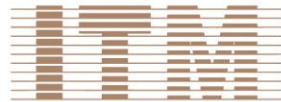
I hereby declare that the training report entitled,
.....
.....” submitted by me to ITM University, Gwalior, in fulfillment of the requirement for the award of a Master of Business Administration Degree is a record of my original work carried out by me under the guidance of..... I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma of this University or to any other institute or university.

Date:

Place:

Signature of the candidate

(Name of the Candidate)



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CERTIFICATE FROM FACULTY MENTOR

This is to certify that Mr./Ms., a student of at....., has completed his/her summer training of [Number of Weeks] weeks from [Start Date]..... to..... [End Date]

During this period, Mr./Ms. [Student's Name] diligently engaged in practical training and has acquired valuable insights into the [industry/field/topic] Under my guidance, he/she has demonstrated commendable dedication and professionalism in executing the assigned tasks.

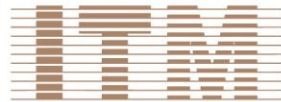
Furthermore, I confirm that he/she has prepared this report entitled "[Title of the Report]" in fulfillment of the requirements for the summer training program. This report reflects his/her comprehensive understanding of the subject matter and the practical application of theoretical concepts acquired during training.

I hereby endorse the authenticity and accuracy of the information presented in this report and attest to his/her active involvement and contribution throughout the duration of the training. His/ her performance during the training was Excellent/Satisfactory/Not Satisfactory.

Date:

(Signature of Faculty Guide.....)

Name of Faculty Guide



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CERTIFICATE OF TRAINING

(This Certificate is to be obtained on the official letterhead of the Organization)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr./Ms. [Student's Full Name], a student of [Course Name] from the School of Management, ITM University, Gwalior, underwent training in our organization from [Start Date] to [End Date]

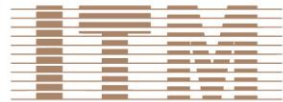
During the training, he/she exhibited excellent performance, dedication, initiative, and a keen ability to grasp and apply concepts effectively. He/she actively participated in all assigned tasks, demonstrating a solid work ethic and a commitment to excellence.

His/her contributions were valuable to our organization, and his/her positive attitude significantly impacted the team dynamics. We commend his/her exemplary work ethic and proactive approach toward completing assigned responsibilities.

Date:

Place:

Signature and name of the competent authority



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Annexure- I

DAILY WORKSHEET FOR SUMMER TRAINING REPORT

Name of the Student:

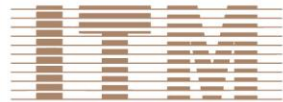
Course and Semester:

Batch:

Specialization:

Name of Summer Training Organization:

Day	Date	Description of Work
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

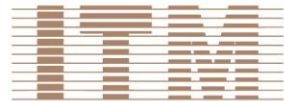


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Annexure- I

Day	Date	Description of Work
15		
16		
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18		
19		
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21		
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32		



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Annexure- I

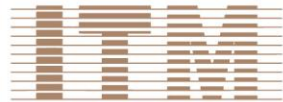
Day	Date	Description of Work
33		
34		
35		
36		
37		
38		
39		
40		
41		
42		
43		
44		
45		

Name of the Industry Guide:

Signature of Industry Guide:

Remark:

Note: The student must enclose this daily work report sheet with their summer training report at the time of submission, along with the signature of their Faculty Guide. Students will not be able to submit their files to the department without the signature of the faculty guide.



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Annexure- II

WEEKLY WORK REPORT

Name of the Student:

Course and Section:

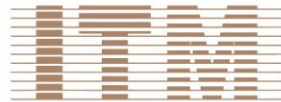
Weekly report for (Duration of Week):

WEEK	FROM	TO	DESCRIPTION OF WORK
1			
2			
3			
4			
5			
6			

Thanks and Regards,

Yours Sincerely

(Name of the Student)



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Annexure- IV

STUDENTS PERFORMANCE EVALUATION FORM

(To be filled by Industry Guide)

Name of Student:

Duration for Summer Training:

Department:

Course:

Batch:

You are requested to give your valuable feedback on the following parameters on a scale of 1 to 5, where 1 indicates Highly Dissatisfied with the statement, and 5 indicates Highly Satisfied with the performance of the student who has undergone training in your valuable guidance.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Regularity and Punctuality during training	1	2	3	4	5
Openness for Learning and Acceptability of task allotted	1	2	3	4	5
Able to work in a team	1	2	3	4	5
Behavior in the Organization	1	2	3	4	5
Quality in work allotted	1	2	3	4	5

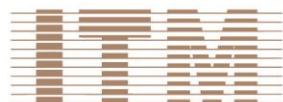
Any other observation

.....

Date:

Place:

Name and Signature of Industry Guide



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Annexure- IV

STUDENT EVALUATION FORM FOR FACULTY GUIDE

Name of the Student:

Course:

Specialization:

Section:

Batch:

Student Reporting to the Institution (Date and Day):

1. Whether the student has reported before he/she proceeded for summer training.
 - a. Yes
 - b. No

2. Whether the Student got approval for the Topic of Summer Training
 - a. Yes
 - b. No

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Regularity and Punctuality during training	1	2	3	4	5
Reporting and submission of weekly work report	1	2	3	4	5
Openness for Learning and Acceptability of task allotted	1	2	3	4	5
Able to work in a team	1	2	3	4	5
Behavior during internship	1	2	3	4	5
Quality in work allotted	1	2	3	4	5

Overall Remark on Student Performance

.....

Date:

Place:

Name and Signature of Faculty Guide

Note: This evaluation sheet needs to be enclosed with the student's report at the time of submission.