

Live Projects: MBA 2023-24

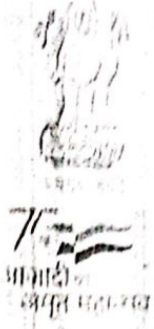
S.No.	Name of Student	Batch	Organization
1.	Swati Sharma	2022-24	NITI Aayog
2.	Muskan	2023-25	WNS
3.	Nandini Prakash	2023-25	WNS
4.	Jai Solanki	2023-25	Scoutbizz International
5.	Muskan Sharma	2023-25	Scoutbizz International
6.	Paras Kumar	2022-24	Scoutbizz International

Rachita Rana
Dr. Rachita Rana
Director

Institute of Information Technology &
Management New Delhi



सुरेंद्र मेहरा, भा.व.सो.
सुरेंद्र मेहरा
Suren Mohra, I.F.S
Advisor
Tel. 011-23000811
E-mail : surenmehra@nic.in



भा.व.सो.
सुरेंद्र मेहरा, संपन्न मंडल
नई दिल्ली - 110 001
Government of India
National Institute for Technical Education & Research
NITI Bhawan, Patparganj Street
New Delhi - 110 001



CERTIFICATE

This is to certify that Ms. Swati Sharma, Student of M.B.A, completed her internship with NITI Aayog, Government of India in the Social Justice & Empowerment Division from 6th September 2023- 31st October 2023.

During the period of her internship, she worked under Shri R.N Mundhe, Senior Research Officer. In her capacity as Intern, she has worked in the following area:

“Standardization of Geriatric Care Courses run by the National Institutes”

Her performance in the preparation of the report has been rated as excellent. She has shown a special flair for understanding the Research Methodology and data analysis.

Her conduct and attendance during the Internship were good.

SP 13/12/23
(Suren Mohra)
Adviser

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology
New Delhi



Dear Nandini Prakash,

We are pleased to offer you the opportunity to participate in a live project with **WNS Global Services Pvt. Ltd.**, focused on **Transaction Monitoring for M&T Bank**. This project will be based at our **Gurgaon - NH8 (GURNH8)** office and will span a duration of **6 months**. Upon successful completion of the project, there is a possibility of a Pre-Placement Offer (PPO) based on your performance and the business requirements.

Role: Transaction Monitoring Project Participant
Location: Gurgaon - NH8 (GURNH8)
Duration: 6 months
Career Band: Professional
Role Band: A

Joining Date: You are expected to join us by **16th Jan 2024**.

During this live project, you will gain hands-on experience working on real-world transaction monitoring tasks for M&T Bank. You will be an integral part of our operations team, applying your skills and knowledge to contribute to the project's success. Your performance will be evaluated regularly, and exceptional contributions may lead to a **full-time** role with **WNS Global Services Pvt. Ltd.**

We look forward to your participation and valuable contributions to our team.

For WNS Global Services Pvt. Ltd.

Accepted and Agreed



Adil S Nargolwala
Corporate SVP - HR
Head Talent Acquisition

Nandini Prakash
Candidate's Name & Signature

WNS Global Services Pvt. Ltd, Plant No. 10, Godrej & Boyce Complex, Pirojshanagar, LBS Marg, Vikhroli (west), Mumbai 400 079 | Tel: +91 22 4095 2100 |

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Dear Muskan,

We are pleased to offer you the opportunity to participate in a live project with **WNS Global Services Pvt. Ltd.**, focused on **Transaction Monitoring for M&T Bank**. This project will be based at our **Gurgaon - NH8 (GURNH8)** office and will span a duration of **6 months**. Upon successful completion of the project, there is a possibility of a Pre-Placement Offer (PPO) based on your performance and the business requirements.

Role: Transaction Monitoring Project Participant

Location: Gurgaon - NH8 (GURNH8)

Duration: 6 months

Career Band: Professional

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Joining Date: You are expected to join us by **16th Jan 2024**.

During this live project, you will gain hands-on experience working on real-world transaction monitoring tasks for M&T Bank. You will be an integral part of our operations team, applying your skills and knowledge to contribute to the project's success. Your performance will be evaluated regularly, and exceptional contributions may lead to a **full-time** role with **WNS Global Services Pvt. Ltd.**

We look forward to your participation and valuable contributions to our team.

For **WNS Global Services Pvt. Ltd.**

Adil Nargolwala

Adil S Nargolwala
Corporate SVP - HR
Head Talent Acquisition

Accepted and Agreed

Muskan
Candidate's Name & Signature

WNS Global Services Pvt. Ltd, Plant No. 10, Godrej & Boyce Complex, Pirojshanagar, LBS Marg,
Vikhroli (west), Mumbai 400 079 | Tel: +91 22 4095 2100 |
1172200MH1996PTC100196

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Rubric for Minor Project Report

Rubric	Unsatisfactory(1)	Satisfactory(2)	Good (3)	Very Good (4)	Excellent(5)
Range%	(0-20)	(20-40)	(40-60)	(60-80)	(80-100)
Introduction to the Topic, Issues and Challenges	10 Minimal or no understanding of the topic; lacks clarity in identifying key issues/challenges.	Basic understanding of the topic; issues/challenges are identified but not well-explained.	Adequate introduction with moderate explanation of issues/challenges.	Clear understanding of the topic; issues/challenges are well-explained with adequate detail.	Comprehensive understanding; issues/challenges are deeply analyzed with clear articulation.
Case Study	10 Case study is irrelevant, incomplete, or lacks clear connection to the project.	Basic case study; connection to the topic is weak or analysis is superficial.	Case study is relevant and moderately analyzed; some connections to the topic.	Good case study; clear connection to the topic with strong analysis and insights.	Excellent case study; deeply analyzed and highly relevant to the topic with critical insights.
Draft Report submission	10 No submission/ Poorly structured and unclear; significant content missing or late submission.	Basic structure, but lacks clarity or depth in sections; some content missing.	Adequate structure and content; submitted on time with minor gaps in detail or clarity.	Well-structured and clear draft; submitted on time with most sections well-developed.	Professionally structured, clear, timely, and all required sections are covered in detail.
Final Report Submission	10 Little improvement from draft; poorly presented with missing or incomplete content.	Some improvement from draft, key content or formatting gaps remain.	Adequate improvement with most feedback addressed; well-presented and structured.	Clear improvements from the draft; well-organized and contains substantial content depth.	Significant improvement from draft; comprehensive, well-structured, and insightful report.
Presentation and Viva-Voce	40 Lacks confidence; poorly prepared for answering questions or presenting ideas.	Basic presentation; moderate preparation with gaps in content understanding.	Reasonable presentation; answers most questions with some depth and understanding	Confident presentation; well-prepared for questions and clearly organized.	Professional presentation, Query Handling, Excellent learning summary

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 Director
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 Management, New Delhi



CONDUCT OF MINOR PROJECT — MBA SEMSTER II

Objectives

1. Students of MBA Semester II are to write a report on a topic of assigned to him/her by his/her guide during the second semester. The academic objectives of writing the dissertation are:
 - (a) Inculcate the habit of self study.
 - (b) Enhance analytical ability by comprehending management concepts, theory or techniques
 - (c) To understand and address an organizational or social issues or challenges.
 - (d) Develop research ability by extracting the material from the different sources (Primary or secondary) compilation and collating with references.
 - (d) Write comprehensive and exhaustive dissertation specific to a topic.

University Scheme

2. As per the syllabi of MBA (Paper '**Minor Project**' code MS-114), students during Semester II are to write a report on a topic assigned to him/her. It is termed as "Minor Project" and comprises of 4 credits. The report evaluation has two components, viz.
 - (a) External: **Viva** (60 Marks) by an external examiner.
 - (b) Internal: **Conduct & Submission** (40 Marks); it involves conduct of study & submission of report, presentations & viva by the internal committee.

Scope of Minor Project Report

3. Each student shall be assigned a topic in writing by the respective guide along with the scope giving functional aspects to be covered under it. He/she is to collect contents/study material related to the topic from various sources such as books, journals, magazines, Internet etc. One copy comprising of minimum 40 typed pages (inclusive of diagrams, references etc) is to be submitted to the respective guide as per the schedule given in the following paragraph. **Each student is required to carry out the work independently and submit the report individually.**

ANY PREVIOUS WORK OR BORROWED REPORT WILL BE SUMMARILY REJECTED AND IN ALL CASES OF REJECTION THE WORK IS TO BE REPEATED AFRESH

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Director
Institute of Information Technology &
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Final Report

4. The report is to be compiled and submitted as per the format attached as **Appendix**. All students are to adhere to the format.

Schedule of Submission & Evaluation

5. Students are required to strictly follow the schedule for given below:

To be Completed by Date	Activity	Marks Allotted
15 th Jan., 2024	Briefing and Allocation of Topics & Project Guide to each Student	-
24 th Jan., 2024	Mid-term Review	10
6 th Feb., 2024	Submission of Draft Report (Full Project) to the Respective Guides in Soft Copy.	10
22 nd Feb., 2024	Submission of Final Report to the Respective Guide	-
20 th Mar., 2024	Viva & Power Point Presentation (Along with Spiral Bind Copy) to the Respective Guide	15
15 th Apr. 2024	Submission of Final Hard Bound Report to the Respective Guides	5
As notified by the GGSIP University	Viva before the External Examiner	60
Total Marks		100

The list of faculty guides assigned to the students is available in class whatsapp group as well.

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FORMAT OF THE REPORT**Format**

1. The dissertation is to be written and compiled in the following the sequence:

- (a) Title Page
- (b) Certificate
- (c) Acknowledgements
- (d) Contents
- (e) List of Tables
- (f) List of Figures
- (g) List of Symbols
- (h) List of Abbreviations
- (i) Body of the Report
- (j) References/Bibliography
- (k) Appendices

Title Page

2. The format of the title page is attached as **Annexure-I**.

Certificate

3. The format of the certificate is attached as **Annexure-II**.

Acknowledgements

4. In the "Acknowledgements" page, the writer recognises his indebtedness for guidance and assistance by the faculty guide and any other member (s). Courtesy demands that he/she also recognises specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully **duly signed above the name**.

Contents & List of Tables/Figures/Symbols/Abbreviation

5. The format of Contents and list of Tables/Figures/Symbols is attached as **Annexure-III**.

Body of the Report: Guidelines for Report Writing

6. While writing the dissertation following aspects must be adhered to:

- (a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

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(b) **Chapter/Para Numbering:** In case a student wishes to compile the dissertation in chapter form he/she may do so in logical fashion. The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are **not to be numbered**. Sub-paras are to be numbered as (a), (b), (c) etc. Sub-sub paras are to be numbered as (i), (ii), (iii)etc.

(c) **Page Specifications:**

- (i) Left Margin : 1 inch
- (ii) Right Margin : 1 inch
- (iii) Top Margin : 1 inch
- (iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

- (i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.
- (ii) **Paragraphs Heading Font Size:** 12, Times New Roman.
- (iii) **Page/Title Font Size:** 14

(f) **Structure of Final Report:** The report should be covered within 40 typed pages in **double space** (excluding Appendices and Bibliography) on A4 size paper with 12 font size.

(g) **Table Number :** Table numbers are to be written at the top of the table as given below:

TABLE 1: Number of Employees in Organisation ABC

(h) **Figure Number:** Figure numbers are to be written at the bottom of the figure as given below:

FIGURE 1: Sales Figures of ABC Company for 2020-2021

Mention the source of table and figure below the figures and tables

(i) **Binding & Color Code of the Report:**

- (i) Hard Bound Report
- (ii) Background of the cover page - Brown
- (iii) Letters in Silver

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References/Bibliography

7. Examples are given below:

1. Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. *Psychology of Popular Media Culture*, 8(3), 207-217. <https://doi.org/10.1037/ppm0000185>
2. Lyons, D. (2009, June 15). Don't 'iTune' us: It's geeks versus writers. Guess who's winning. *Newsweek*, 153(24), 27.
3. Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action* (2nd ed.). American Psychological Association. <https://doi.org/10.1037/0000168-000>
4. Ouellette, J. (2019, November 15). Physicists capture first footage of quantum knots unraveling in superfluid. *Ars Technica*. <https://arstechnica.com/science/2019/11/study-you-can-tie-a-quantum-knot-in-a-superfluid-but-it-will-soon-untie-itself/>
5. www.ibm.com/in downloaded on 15.5.2022 (date).

Appendices

8. The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page.

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annexure-I
MINOR PROJECT REPORT

On

Name of the Topic

(Font size = 18)

*Submitted in partial fulfillment of the requirements
for the award of the degree of*

**Master of Business Administration
Semester-II (Paper Code-MS 114)**

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
Name of Guide
Designation:

Submitted by
Name of Student:
Roll No.:
Batch:

IITM
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**Institute of Information Technology & Management,
New Delhi – 110058
2023-24**

Rachita Rana
Dr. Rachita Rana
Director
**Institute of Information Technology &
Management New Delhi**



Certificate

I, Mr./Ms. _____, Roll No. _____ certify that the Minor Project (Paper Code MS-114) entitled " _____ " is completed by me by collecting the material from the referenced sources. The matter embodied in this has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date:

Certified that the Minor Project (Paper Code MS-114) entitled _____ done by Mr./Ms. _____, Roll No. _____ is completed under my guidance.

Signature of the Guide
Name of the Guide:
Designation:
Date:

Countersigned

Director/Project Coordinator

Rachita Rana
Dr/Rachita Rana
Director

Institute of Information Technology &
Management New Delhi



FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS**CONTENTS**

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	List of Tables	-
4	List of Figures	-
5	List of Symbols	-
6	List of Abbreviations	-
7	Executive Summary	-
8	Body of the Report	
9	References/Bibliography	
10	Appendices	

FORMAT FOR LIST OF TABLES/FIGURES/ SYMBOLS/ABBREVIATIONS**LIST OF TABLES**

Table No	Title	Page No
1	Number of Employees in Organisation ABC	
2		

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2020-2021	
2		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	Σ	Sigma (Summation)
2	@	At the rate

LIST OF ABBREVIATIONS

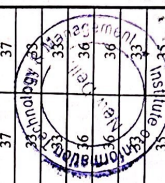
S No	Abbreviated Name	Full Name
1	CRM	Customer Relationship Management
2	EPS	Earnings Per Share

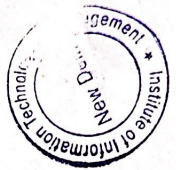
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Project Evaluation : Minor Project

Course: MBA		Sem: II	Batch:2023-25	Phase wise Marks					Total
S.No	Enrollment No.	Student Name	Project Title	Phase-1 10 marks	Phase-2 10 marks	Phase-3 10 marks	Phase-4 10 marks	Phase-5 40 marks	Total (out of 40)
1	00113703923	Ansh, Sehgal	Study on digital marketing strategies by Samsung India	8	9	9	8	35	34.5
2	00213703923	Mayank Kapoor	Solarisation : An area of investment for sustainable development	8	8	8	8	32	32
3	00313703923	Muskan Sharma	Promoting opportunities for rural entrepreneurship	9	9	9	9	36	36
4	00413703923	Anurag Mishra	Infrastructure in India's energy sector: An area of investment for sustainable future	8	8	8	8	32	32
5	00513703923	Akshit Nayar	Private and public investment in post harvest agricultural activities for viksit bharat	9	8	8	8	33	33
6	00613703923	Adarsh Singh	Attaining Sustainability through Electric vehicles: Trends and Opportunities	10	10	9	9	38	38
7	00713703923	Shyath Aggarwal	AI and automation in retail	7	7*	8	8	30	30
8	00813703923	Jatin Kumar Jha	Multi agent system : A tool for self organised management problems	8	8	8	8	32	32
9	00913703923	Ambuj Garg	Corporate governance for ethical business practices	9	9	10	9	37	37
10	01013703923	Sahil Ansari	Risk management and bank efficiency : A Comparative study of HDFC and SBI.	8	9	9	8	34	34
11	01113703923	Valusha Verma	National Education policy and Higher Education	8	8	8	8	32	32
12	01213703923	Varsha Paproie	Stress Among College Students	9	10	9	10	38	38
13	01313703923	Nikhil Gohlan	Impact of OTT on Students	9	9	9	9	36	36
14	01413703923	Nitisha Kumari	Employee engagement strategies in a multinational corporation	8	9	9	9	35	35
15	01513703923	Muskan	IPO and Indian Market	9	10	9	10	38	38
16	01613703923	Jatin Rawat	Export process in freight forwarding company.	9	8	9	9	35	35
17	01713703923	Tushar Choudhary	Sustainable Cities and Communities	8	8	9	9	34	34
18	01813703923	Dushyant Kumar	Media and consumerism	8	8	8	8	32	32
19	01913703923	Rahul Lakra	Impact of GST on the fast-moving consumer goods sector in India	9	9	9	10	37	37
20	02013703923	Aparna Tikoo	Comparative Study & Analysis of NPA(Non-Performing Asset) in Indian Banks and Financial Institutions	9	9	9	9	36	36
21	02113703923	Rajat Singh	Online Food Delivery Aggregators- A Case of Zomato	9	9	9	9	0	0
22	02213703923	Anurag Singh	Comparative study on the stock exchanges of BSE and NASDAQ	8	8	9	9	34	34
23	02313703923	Rahul Pal	A comparative analysis of the regional rural banks & cooperative banks of India	10	10	9	8	37	37
24	02413703923	Muskan Sejwal	Financial performance analysis of HUL	8	8	8	9	33	33
25	02513703923	Kartkey Sonkar	A study on non- performing assets with special reference to HDFC bank	8	8	8	9	36	36
26	02613703923	Sarthak Tyagi	Initial Public Offer: A Case Study on ABC Reliance Retail	9	9	9	9	36	36
27	02713703923	Hansika Sharma	Foreign Direct Investment: Various Chart of Direct Investment in India	9	9	9	9	36	36
28	02813703923	Divya Pawar	MOTIVATIONAL STRATEGIES AND TOOL IN FINANCIAL BANKING INDUSTRY	8	8	8	9	33	33
29	02913703923	Yash Jahagirdar	OUTSOURCING (BPO) INDUSTRY INFORMATION TECHNOLOGY & Management -New Delhi	9	9	9	9	35	35
30	03013703923	Varsh Khatter		9	9	9	8	35	35





Dr. Deepika Arora
HOD-Management

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Sonam Arora
Dr. Sonam Arora
Class Mentor

31	03113703923	Amanpreet Singh	OUTSOURCING MANAGER'S JOB: AN EVALUATIVE STUDY OF HR OUTSOURCING IN INDIAN IT INDUSTRY	8	8	9	9	34	34
32	03213703923	Arnaw Kumar	Stress Management: A Study of BPO Sector	8	8	9	9	34	34
33	03313703923	Pooja Sharma	TALENT RETENTION PRACTICES IN HIGHER EDUCATION INSTITUTES AND COLLEGES	10	10	9	8	37	37
34	03413703923	Gursimar Kaur Arora	Integration of AI in marketing	9	9	9	8	35	35
35	03513703923	Adeeba Khan	Predictive analytics for forecasting consumer behaviour	9	9	10	10	38	38
36	03613703923	Akansha Diwedi	Inclusive Corporate Social Responsibility: Integrating Social Justice and Sustainability into Business Practices	9	9	9	8	35	35
37	03713703923	Rohit Sharma	Increasing Financial Literacy for Improved Financial Inclusion: A Study of Educational Programs	9	9	9	8	35	35
38	03813703923	Deepthi Jain	Financial Inclusion and Gender Equality: Strategies for Closing the Gender Gap in Access to Financial Services	9	9	9	8	35	35
39	03913703923	Priya Gupta	Enhancing customer engagement through AI chatbots	10	10	9	9	38	38
40	04013703923	Nakul Sejwal	Designing Inclusive Products and Services: A Case Study of the Tech Industry	8	8	8	8	32	32
41	04113703923	Ankit	Inclusion in Marketing: Strategies for Targeting Diverse Audiences	7	8	8	8	31	31
42	04213703923	Tripti Prakash	Breaking Barriers: Exploring the Impact of Diversity and Inclusion in Entrepreneurship	10	10	9	8	37	37
43	04313703923	Tarandeep Singh	Inclusive Leadership: The Key to Building High-Performing Teams	7	8	8	7	30	30
44	04413703923	Zain Ahmad	Inclusive Workplace Practices: A Comparative Study of Multinational Corporations	8	8	8	9	33	33
45	04513703923	Deepak Kumar	Assessing the Economic Benefits of Sustainable Tourism Development	9	9	9	9	36	36
46	04613703923	Romil Chopra	Green Innovation and Sustainable Business Development	10	9	9	9	37	37
47	35113703923	Tushar Sehgal	Gender Budgeting: A tool for Empowering Women	7	8	8	7	30	30
48	35213703923	Ujjwal Gupta	Skill Development in Higher Education: Creating Gainful Employment	9	9	9	9	36	36
49	35313703923	Aman Garg	Women Entrepreneurship in the Indian Startup Ecosystem	9	9	9	9	36	36
50	35413703923	Geetika Bhardwaj	Analysis of India's Trade Relations and Bilateral Agreements: Automobile Industry	9	9	10	9	37	37
51	35513703923	Jai Solanki	Rural Economy and Agrarian Distress	9	9	9	9	36	36
52	35613703923	Aditi Katoch	Analysis of healthcare infrastructure in India	10	9	9	9	37	37
53	70113703923	Nandini Prakash	Sustainable Marketing Strategies: A Case Study of Eco-Friendly Products	7	8	8	7	30	30

CO Attainment for Project : Minor Project

Course: MBA		Sem: II	Phase-1												Phase-2				Phase-3				Phase-4				Phase-5				CO Average(out of 10)			
S.No	Enrollment No.	Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5		Phase-1		Phase-2		Phase-3		Phase-4		Phase-5		CO1		CO2		CO3		CO4					
			CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4	CO1	CO2	CO3	CO4	CO1	CO2	CO3	CO4	CO1	CO2	CO3	CO4					
1	00113703923	Ansh Sehgal	8	8	9	9	9	9	8	8	35	35	35	8.67	8.71	8.6	8.75	8	8	8	8	8	8	8	8	8	8	8	8	8	8			
2	00213703923	Mayank Kapoor	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8			
3	00313703923	Muskan Sharma	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
4	00413703923	Anurag Mishra	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8				
5	00513703923	Akshith Nayyar	9	9	8	8	8	8	8	8	33	33	33	8.33	8.29	8.2	8.25	9	9	9	9	9	9	9	9	9	9	9	9	9				
6	00613703923	Adarsh Singh	10	10	10	10	9	9	9	9	38	38	38	9.67	9.57	9.4	9.5	10	10	10	10	10	10	10	10	10	10	10	10	10				
7	00713703923	Shyam Aggarwal	7	7	7	7	8	8	8	8	30	30	30	7.33	7.43	7.6	7.5	7	7	7	7	7	7	7	7	7	7	7	7	7				
8	00813703923	Jatin Kumar Jha	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8				
9	00913703923	Ambuj Garg	9	9	9	9	10	10	9	9	37	37	37	9.33	9.29	9.2	9.25	9	9	9	9	9	9	9	9	9	9	9	9	9				
10	01013703923	Sahil Ansari	8	8	9	9	9	9	8	8	34	34	34	8.67	8.57	8.4	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
11	01113703923	Valusha Verma	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8				
12	01213703923	Varsha Papnoie	9	9	10	10	9	9	10	10	38	38	38	9.33	9.43	9.6	9.5	9	9	9	9	9	9	9	9	9	9	9	9	9				
13	01313703923	Nikhil Gohlan	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
14	01413703923	Nitisha Kumari	8	8	9	9	9	9	9	9	35	35	35	8.67	8.71	8.8	8.75	8	8	8	8	8	8	8	8	8	8	8	8	8				
15	01513703923	Muskan	9	9	10	10	9	9	10	10	38	38	38	9.33	9.43	9.6	9.5	9	9	9	9	9	9	9	9	9	9	9	9	9				
16	01613703923	Jatin Rawat	9	9	8	8	9	9	9	9	35	35	35	8.67	8.71	8.8	8.75	9	9	9	9	9	9	9	9	9	9	9	9	9				
17	01713703923	Tushar Choudhary	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
18	01813703923	Dushyant Kumar	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8	32	32	32	8	8	8	8	8	8	8				
19	01913703923	Rahul Lakra	9	9	9	9	9	9	10	10	37	37	37	9	9.14	9.4	9.2	9	9	9	9	9	9	9	9	9	9	9	9	9				
20	02013703923	Aparna Tikkoo	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
21	02113703923	Rajat Singh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
22	02213703923	Anurag Singh	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
23	02313703923	Rahul Pal	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
24	02413703923	Muskan Sejwal	10	10	10	10	9	9	8	8	37	37	37	9.67	9.43	9	9	9	9	9	37	37	37	9.67	9.43	9	9	9	9	9				
25	02513703923	Kartikay Sonkar	8	8	8	8	8	8	8	8	33	33	33	8	8.14	8.4	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
26	02613703923	Sarthak Tyagi	8	8	8	8	8	8	8	8	33	33	33	8	8.14	8.4	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
27	02713703923	Hansika Sharma	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
28	02813703923	Divya Pawar	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9	36	36	36	9	9	9	9	9	9	9				
29	02913703923	Yash Jahagirdar	8	8	8	8	8	8	8	8	33	33	33	8	8.14	8.4	8.5	8	8	8	8	8	8	8	8	8	8	8	8	8				
30	03013703923	Vansh Khatter	9	9	9	9	9	9	9	9	35	35	35	9	9	9	9	9	9	9	35	35	35	9	9	9	9	9	9	9				



31	03113703923	Amanpreet Singh	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
32	03213703923	Arnaw Kumar	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
33	03313703923	Pooja Sharma	10	10	10	10	9	9	8	8	37	37	37	9.67	9.43	9	9.25	
34	03413703923	Gursimar Kaur Arora	9	9	9	9	9	9	8	8	35	35	35	9	8.86	8.6	8.75	
35	03513703923	Adeeba Khan	9	9	9	9	10	10	10	10	38	38	38	9.33	9.43	9.6	9.5	
36	03613703923	Akansa Diwedi	9	9	9	9	9	9	8	8	35	35	35	9	8.86	8.6	8.75	
37	03713703923	Rohit Sharma	9	9	9	9	9	9	8	8	35	35	35	9	8.86	8.6	8.75	
38	03813703923	Deepti Jain	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
39	03913703923	Priya Gupta	10	10	10	10	9	9	9	9	38	38	38	9.67	9.57	9.4	9.5	
40	04013703923	Nakul Sejwal	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
41	04113703923	Ankit	7	7	8	8	8	8	8	8	31	31	31	7.67	7.71	7.8	7.75	
42	04213703923	Tripti Prakash	10	10	10	10	9	9	8	8	37	37	37	9.67	9.43	9	9.25	
43	04313703923	Taranjeet Singh	7	7	8	8	8	8	7	7	30	30	30	7.67	7.57	7.4	7.5	
44	04413703923	Zain Ahmad	8	8	8	8	8	8	9	9	33	33	33	8	8.14	8.4	8.25	
45	04513703923	Deepak Kumar	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
46	04613703923	Romil Chopra	10	10	9	9	9	9	9	9	37	37	37	9.33	9.29	9.2	9.25	
47	35113703923	Tushar Sehgal	7	7	8	8	8	8	7	7	30	30	30	7.67	7.57	7.4	7.5	
48	35213703923	Ujjwal Gupta	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
49	35313703923	Aman Garg	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
50	35413703923	Geetika Bhardwaj	9	9	9	9	10	10	9	9	37	37	37	9.33	9.29	9.2	9.25	
51	35513703923	Jai Solanki	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
52	35613703923	Aditi Katoch	10	10	9	9	9	9	9	9	37	37	37	9.33	9.29	9.2	9.25	
53	70113703923	Nandini Prakash	7	7	8	8	8	8	7	7	30	30	30	7.67	7.57	7.4	7.5	
											CO Percentage >75			CO1	CO2	CO3	CO4	Average
											Level Achievement			51	51	49	52	50.75
											% Attainment			0.85	0.85	0.82	0.87	0.85

Sonam Arora
Dr. Sonam Arora
Class Mentor

Attainment: 3
Deepika
Dr. Deepika Arora
HOD-Mgmt Department

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10/11/2022

**INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT**

Circular / MBA /04

MBA

PROJECT DISSERTATION HANDBOOK

MBA (II Year)

2022-24

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Dear Student

In this handbook you will find key information relating to the Project Dissertation and it is important that you keep it in a safe place for reference purposes throughout the period of study. If there is further information which you need to know or queries that you may want answers, please contact either to your project guide or the project coordination at latika.malhotra@iitmipu.ac.in at any time.

At "Masters" it is expected that extensive additional reading will take place and that research will be in-depth and relevant. Please ask your guide for advice as to "what is expected" in terms of the Project Dissertation so that you maximize your chance of succeeding. In addition you will find that effective time management has a crucial role to play in this respect.

Throughout your period of study you will have an experienced guide who is a specialist in their area. For example, all members of the MBA program team are actively involved in research, consultancy and other scholarly activities. Consequently faculties like to facilitate discussions and contributions so that theory and practice are integrated, so enhancing the learning process.

Finally, if you have any suggestions or problems, please do not hesitate to inform the program coordinator.

I wish you a successful and enjoyable period of dissertation writing and hope it will be both rewarding and productive.

Good Luck!

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



The MBA Project Dissertation

Introduction

The Project Dissertation is an important part of your MBA studies. It provides an opportunity to demonstrate your ability to work independently on a well-defined problem in a coherent, well-organised and critical manner. An MBA project dissertation is not a consultancy project, nor is it a descriptive company report; rather it is a critical investigation of a specific problem or issue. You will need to demonstrate an innovative, academic approach to problem solving.

Please read the following pages carefully, including the valuable information placed in the Appendices. If you have further questions please do not hesitate to contact your guide, mentor or programme director.

Purpose of the dissertation

The aim of the dissertation is to produce a piece of research that advances knowledge in the subject area of business management. The dissertation encourages students to explore areas that have not been investigated previously, ideally incorporating managerial problems or a business scenario that have important organisational implications.

More specifically, the dissertation aims to provide the student with experience in handling data in an organisational setting and in applying relevant concepts and theories appropriate for the business environment. Information and data are collected, analysed and interpreted in such a way that final conclusions are both reliable and valid.

Nature of the Dissertation

Students have the opportunity to submit two types of dissertation – a practical, often empirically based project, or a theoretical dissertation. The organisational project approach usually entails applying theoretical knowledge to a workplace problem or issue. In investigating the workplace issues primary data is gathered, which may be qualitative or quantitative in nature. Throughout, the emphasis is on conducting an analytical investigation and combining literature and data to ascertain the nature of the problem. Particular attention needs to be paid to the reliability and validity of the approaches used.

Theoretical dissertations are predominately based on existing published material. Following the identification of the problem to be investigated, the approach involves an in-depth study of the literature, combining synthesis and critical analysis. The approach also provides a rigorous evaluation of the methods used, the conclusion drawn and the theories proffered in the literature. Theoretical dissertations will be judged by the degree and level of critical analysis employed in evaluating the literature relating to the identified problem.

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Dr. Rachita Rana

Director

Institute of Information Technology &
Management New Delhi



Choice of Dissertation Topic

In order to proceed with the dissertation, an outline proposal must be presented to your guide (see Appendix 1).

The dissertation should represent a piece of work that investigates a specific organisational problem or issue. Your choice of topic is important. The area needs to be specific and reasonably narrow, as the dissertation needs to be completed in a relatively short time.

Research proposal / Synopsis

Students will be given two weeks in which to submit a proposal. This will be of approximately 1,500 words. The proposal will be formally assessed. The contents will comprise:

- Proposed title
- Background - rationale
 - suitability of student
- Objectives
- Key references and brief summary literature review
- Methodology
- Chapterization Plan

Marking Criteria

The dissertation will be assessed for its overall quality, with the emphasis being upon how components fit together and the suitability of the work for master's level research. The work must be informative and analytical, with students being able to synthesize research findings to improve the quality of management decisions. It is important that students justify their research choices.

Justification for Study Direction– analysis of the issue or problem; justification surrounding the importance of the topic; background detail to the organisation (if applicable); clarity and preciseness of research question(s) and objectives.

Critical Review of Literature– critical appraisal of the appropriate literature; contrasts and compares relevant sources; references are integrated within the narrative to support the discussion; identification of significant concepts, theories and debates; linkage of the literature to the objectives; accurate referencing.

Methodological Considerations– justifies methodological approach in relation to research question; clearly links discussion to own topic; justifies research design and suitability of methods employed; relevancy and accuracy of the methods used, leading to valid and reliable data; clear documentation and explanation of primary data collection methods (where applicable); awareness of alternative methodological approaches

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Discussion and Conclusion– synthesis of data, concepts, models etc. identified in literature; critical analysis of key findings; relevant structure; appropriate linking of findings to the objectives; relationship of the study to literature; conclusions are drawn from analysis; key points organised and summarised effectively; awareness of limitations; provides reasoned and supported recommendations.

Effective Communication– presentation of material in a logical order; presents error free work with respect to spelling, grammar, typos and references; uses appropriate academic style; includes full and detailed bibliography.

Plagiarism

Plagiarism, which is taken seriously by the institute, is an extremely serious offence, if the students found guilty of cheating shall be debarred from exam.

In short, all words, concepts, ideas that are not your own must be attributed and referenced. In progressing your dissertation it is appropriate and necessary to consult the work of others, however when other people's work is used in your writing this must be made clear within the text and referenced fully in the bibliography. You must fully understand that passing off another person's works, thoughts and ideas as your own, is deemed as cheating. In particular, you should not extract sentences, or paragraphs from a book or article without placing them in direct quotation marks and referencing the source. Moreover it is always advisable to paraphrase the same and then present it.

Supervision

The dissertation is the responsibility of the student and an opportunity to demonstrate their ability to complete a major study independently. The final dissertation must be the product of your own work, rather than that of your guide or friends. Your guide is there to provide advice on the methodology and relevant literature needed to complete a competent dissertation.

Areas in which guide can provide advice is set out below:

- The identification, and refining of a subject area to achieve an achievable topic
- Approaches to conducting a literature review
- Methodology, with respect to an appropriate match between the research question and paradigm.
- Methods (where applicable) to include data gathering techniques such as interview schedules, questionnaires, and focus groups.
- Analysis of findings (where applicable)
- Overall structure and layout

To achieve the above guides should:

- Maintain contact through regular meetings – As per the schedule notified Appendix-v
- Be assessable at appropriate times and respond in reasonable time to justified requests.
- Maintain adequate records of the supervisory process.

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Key student responsibilities include

- Discussing with the guide from time to time and updating about your progress in work.
- Adhering to schedule of meetings.
- Taking the initiative in raising problems or difficulties.
- Maintain the progress of work in accordance with the stages notified in the schedule.
- Maintain an adequate record of meetings and advice provided.

If you are using a questionnaire, or interview schedule, it is important to seek advice from your guide. In addition, it is extremely important that, before any thought is given to administering a questionnaire or schedule, your guide clears the final draft. If the data-gathering instrument is poor then, the data, discussion and conclusions will also be poor.

Support and Guidance

This document is only a guide to the processes associated with the dissertation. It includes information about the supervisor's role, your responsibilities and other important detail. If you experience problems whilst undertaking your dissertation, please consult with your guide first and then, if necessary, with the Programme Coordinator. Although the dissertation can be hard work (with sleepless nights!) it is a rewarding experience for it is an independent piece of work that belongs to you and will contribute to you gaining your MBA.

Your main point of contact will invariably be your guide, with whom you will have the greatest contact and provide the overall direction you need. At your initial meeting with your guide you need to establish the preferred means of communication. It is important to keep your supervisor informed and if you do consult with other faculty then it is polite to seek your supervisor's opinion about the issues raised. However, please bear in mind that other faculty members are frequently busy supervising their own dissertation students.

The Supervisor-Student Relationship

It is important that at the onset of the master dissertation, students and their supervisors are aware of their duties and individual responsibilities and the procedures available to deal with any problems which may arise.

The supervisor's role is to give guidance, direct you and answer your queries. For instance, they may give you advice on the various literature sources, or inform you of possible methodological approaches, or statistical tests, or generally comment on your structure and content. The responsibility for all these areas lies with the student and it is your decision as to what you include or exclude, but listen to your guide carefully for they are experienced in supervising and marking dissertations.

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It is not the supervisor's role to correct all your written pages of writing; you will need to take ownership of the dissertation. Ensure that you use the spell and grammar check in Microsoft Word as you progress. Although the guide will not always make specific and detailed comments they will support you in the best possible way. Before you submit your final dissertation you will need to get it proofread to ensure that it is as error free as possible. Professional help or a competent friend or colleague might be able to assist.

Suggested Reading

Many textbooks are available to assist you in your studies. In addition, students will require subject specific references depending on the subject area being investigated. Finally, to assist you in the dissertation process, a number of texts are listed below:

Becker, H (1986) „Writing for Social Scientists: how to start a thesis, book or article“, Chicago, MI., University of Chicago Press

Bolker, J (1998) „Writing Your Dissertation in Fifteen Minutes a Day“, New York, Henry Hold & Company.

Fisher, C (2004) „Researching and Writing a Dissertation for Business Students“, Harlow, FT Prentice Hall

Hart, C (2004) „Doing Your Masters Dissertation: essential study skills“, London, Sage Publications

Meloy, J.M. (2001) „Writing a Qualitative Dissertation: understanding by doing“, Mahwah, NJ., Lawrence Erlbaum

White, B (2002) „Writing Your MBA Dissertation“, London, Thomson Learning

White, B (2003) „Dissertation Skills: for business and management students“, London, Thomson Learning

ALL THE BEST!

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APPENDIX I MBA Dissertation Proposal check list sheet

Name:

Date:

Mobile No. & Contact e-mail:

1. Which specific subject area of business management are you investigating?
(Key area).....
2. What is the specific problem or issues to be investigated? (What you are seeking to find out
– 'we don't know ...' and why is it important?)

Problem:

Importance:

3. What is your proposed research question(s)? (State clearly and precisely)

.....

.....

4. What are your research objectives? (Use appropriate phrases i.e. 'critically appraise', 'to investigate')

a.

b.

c.

d.

e.

5. Which research design are you proposing? (Tick as appropriate)

Experimental Exploratory Comparative Literature based Case Study

Action research Descriptive Mainly quantitative Mainly qualitative

Any Other Pl. specify _____

6. How do you intend gathering your main data?

Note: All the Guides must maintain this sheet with them for all the students they are guiding.

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APPENDIX II Guide to a Typical Project Dissertation

Defining the Topic Area– Initial tasks relate to the clarification of what is being investigated and why it is important. Justification needs to be provided, along with the rationale. Having defined the problem or issue it is important to place it in context by providing an overview of the organisational setting or environment. Finally, if a specific organisation is being investigated then the importance of the investigation to the organisation needs to be explained.

At this early stage it is essential to establish a clear direction for your investigation so that you know your purpose and can begin to structure your work around it. Although the title of your dissertation may change, a working title often helps to maintain a focus for your ideas and thoughts. In addition to the research question you need to outline the objectives; that are the statements of what you aim to achieve during the investigation.

Literature Review– This involves extensive reading around the subject area, to establish a thorough understanding of relevant work that has been undertaken. The approach needs to be critical and it is at this stage that you may become more knowledgeable about your topic area than your peers or even your supervisor if the investigation is very specific. A key emphasis should be on analysing the material and not merely making a record. Concepts should be grouped under appropriate sub-headings, with writer's views being contrasted and compared within these.

In conjunction with the literature review there is often a need to research other organisations and gather secondary data relating to how other organisations or sectors are tackling the problem, or dealing with the issue.

Methodology– This section incorporates two parts - the philosophical perspective and the applied methods. The focus must be on the justification of the philosophical approach and the rationale behind the methods being used. In justifying the chosen philosophy it is important to relate it to your actual subject area – you should not be writing about say positivism in a vacuum, you need to relate it to your subject area and justify the choice in terms of the topic being investigated. It is equally important to justify the methods adopted and explain your rationale for rejecting alternative methods. You need to comment on the terms of reliability and validity, again in relation to your subject area and topic. Finally, if statistical methods are used these equally need justification.

Results– In some dissertation it is appropriate to combine the results and the analysis. If they remain separate then the results, including descriptive data of the sample, are presented without reference to the subject area, although observations can be made on method and the results themselves.

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Analysis, or Discussion– Analyses, or discussion, is a key element of a dissertation as it represents your original thinking in drawing together the literature and your findings. The format the discussion takes can vary according to the research design and subject area; however, this is an area for analytical thought and seeing links and connections between various elements of the investigation. A challenging aspect of any investigation is dividing material so that several key areas are used to develop a logical and convincing argument, rather than presenting an amorphous mass of material. For example, you need to abandon the idea of discussing the questionnaire or interview results question by question – there needs to be a coherent grouping of areas, which invariably relates to the concepts identified in the literature review. It is vitally important that concepts, models, theories etc., from the literature are used to place the analysis in context. There may be a large volume of information, but your task is to identify and analyse the key trends and factors so that they form the core of the investigation.

Conclusion and Recommendations – It is important to restate the research question as it is this that provides a focus for the conclusion. Equally, you need to produce evidence that your research objectives have been achieved. In drawing the various strands together the onus is on the writer to produce a cohesive summary of the investigation. Key points need to be identified and illustrated so that the reader knows exactly that which has been discovered, rather than having to pick out the key points for him or herself. An awareness of limitations surrounding the study also needs to be expounded, along with suggestions for future research. A series of recommendations should flow logically from the conclusions and be justified, ideally in relation to the literature and best practice.

NOTE: *Students are advised to use the statistical tools for the purpose of data analysis and interpretation.*

Appendix: Contains supportive material that would otherwise clutter the main text.

Reference Section and Bibliography

- Reference Section– contains only sources that have been cited in the main text.
- Bibliography– contains sources cited in the main text and in addition those found useful in undertaking the assignment, but which are not directly cited in the main text.

In your dissertation, you should ensure that you cite and reference all your sources according to the APA Style Referencing. As shown below:

1. India today, “The Melt down: End of good times”, Oct 27, 2008.
2. James M, Kaplan; and etal., “Managing it in a Down Turn: Beyond Cost Cutting”, *Indian Management*, vol.47 issue 11, Nov 08.
3. “How to Save Your Job in Recession”, *Harward Business Review*, September 08.

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4. www.ibm.com/in, assessed on (Date & time of visit)

APPENDIX III Brainstorming the Structure

Brainstorming Checklist for students to keep a check on the content that they have to include in their dissertation.

Introduction/Background

- define the problem
- define and justify project – state why it is important
- clearly outline parameters

Review of Literature

- compare, contrast and evaluate articles, books, thesis etc.
- define where your study fits with the literature

Method Theory/Approach/Method/Materials/Subjects

- define method, theoretical approach, and instruments
- method of enquiry
- show links between methods used and others
- justify methods

Analysis/Results (Can weave in with the discussion)

- report steps followed
- document analysis
- report findings
- priorities sections for discussion or appendix

Interpretation/Discussion

- interpret findings
- justify interpretations
- synthesize results in tables, illustrations, graphs etc

Conclusions/Implications/Recommendations

- highlight key findings in relation to original aim
- implications for future research
- implications for future practice
- issues beyond the scope of the study

(Adapted from Murray, (2002) *How to Write a Thesis*, Maidenhead, Open University Press)



APPENDIX IV

Sequence of Project Dissertation Report

The final report should be in the following sequence:

- (a) Title Page
- (b) Certificate (s)
- (c) Acknowledgement
- (d) Executive Summary
- (e) Table of Contents
- (f) List of Tables
- (g) List of Figures
- (h) Body of the Report Cauterization Plan
- (i) References/ Bibliography
- (j) Appendices

Title Page

The format of the title page is attached as Annexure-I.

Certificate

The format of the certificate is attached as Annexure-II. An undertaking by student duly signed by guide, Project Coordinator/Director of the Institution stating it is an original work and not published earlier.

Acknowledgements

In the "Acknowledgements" page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

Executive Summary

An Executive summary is a brief or condensed summary of the work performed. It should be about 3-4 pages in length. It should comprise problem definition, methodology adopted, findings, conclusion limitations and directions for future development, if any.

Contents & List of Tables/Figures/Symbols

The format of Contents and list of Tables/Figures/Symbols is attached as Annexure-III.

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While compiling the body of report as in Appendix 'B' following aspects must be adhered to as given in. Aspects are:

(a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

(b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc. in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3---, 2.1, 2.2, 2.3 etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

(c) **Page Specifications:**

(i) Left Margin : 1.25 inch

(ii) Right Margin : 1 inch

(iii) Top Margin : 1 inch

(iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

(i) **Font Size:** 12, Times New Roman, 1.5 Lines Spacing, Single Side Writing.

(ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined

(iii) **Page/Title Font Size:** 14

(f) **Table and Figure Number:** Table numbers are to be written above the table and figure numbers are to be written at the bottom of the figure as given below:

(i) Table No.1.1: Five years Sales of XYZ Ltd.

(ii) Figure No.1.1: Organisational Structure

(g) **Binding & Color Code of the Report:**

(i) Hard Bound Report

(ii) Background of the cover page – **BLACK**

(iii) Colour of Letters: **GOLDEN**

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Dr. Rachita Rana
Director
Institute of Information Technology &
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Appendices

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No.". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, they are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

APPENDIX V

Schedule of Submissions

Students are required to strictly follow the schedule given below:

Date(s)	Activities	Marks Allotted	Remarks
25 th Jan. 2024	Pre- Project Briefing	5	All students to attend
7 th Feb 2024	Finalization of Title of Dissertation with the consultation of guide(s)*	-	
9 th Feb 2024	Submission of synopsis	5	
23 rd Feb 2024	Submission of First progress report to the respective guide(s) (Ch-I & II)	5	
24 th Feb- 7 th Mar 2024	Questionnaire Designing & Data Collection Phase (Discussion with respective guide(s))		
18 th March 2024	Data Analysis and project completion phase		
25 th March 2024	Submission of Second progress report to the respective guide(s) (Ch-III & IV)	5	
2 nd April 2024	Submission of First Draft of the Project	5	As per Appendix-A, B & C.
8 th April 2024	Submission of Final Report(Hard Bound) to the respective guide(s)#	5	
15 th April 2024.	Internal Presentation and Viva-voce before the Panel	10	A Power Point based presentation. Twenty minutes each student.
Total Marks		40	

*Refer list of Guide(s)

Report has to be checked and approved (signed) by the guide.

Use the statistical tools (SPSS/MS Excel/R, etc.) for the purpose of data analysis & interpretation is compulsory.

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Project Dissertation Report

on

Title of The Report

(Font size = 18)

Submitted in partial fulfillment of the requirements

for the award of the degree of

Master of Business Administration (MBA)

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
(Guide Name)
Designation

Submitted by:
(Student name)
Roll No.:



Institute of Information Technology & Management,

New Delhi-110058

Batch (2022 – 2024)

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Certificate

I, Mr./Ms. _____, Roll No. _____ certify that the Project Dissertation (MS-202) entitled " _____ " is an authentic work done by me. The matter embodied in this report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Project Dissertation (MS-202) entitled " _____ "

Done by Mr./Ms. _____, Roll No. _____, is completed under my guidance.

Signature of the Guide

Date:

Name of the Guide:

Designation:

Address:
Institute of Information Technology &
Management, New Delhi-110058

Countersigned

Project Coordinator/Director

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	Executive Summary	-
4	List of Tables	-
5	List of Figures	-
6	Body of Report (Chapters)	
7	Summary and Conclusions	
8	References/ Bibliography	
9	Appendices	

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LIST OF TABLES

Table No	Title	Page No
Table No. 1.1	Number of Employees in Organization XYZ	
Table No. 2.1		

LIST OF FIGURES

Figure No	Title	Page No
Figure No. 1.2	Sales Figures of ABC Company for 2002 - 08	
Figure No. 3.4		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	@	At the rate
2		

LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earnings Per Share.

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CO Attainment for Project Dissertation

Course: MBA		Sem: IV															
S.No	Enrollment No.	Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5			CO Average(out of 10)			
			CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4
1	113703922	Saaniya Tanwar	10	10	9	9	10	10	10	10	39	39	39	9.67	9.71	9.8	9.75
2	213703922	Mohammad Saood	9	9	10	10	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
3	313703922	Mohd Saami Naseer	9	9	10	10	10	10	10	10	39	39	39	9.67	9.71	9.8	9.75
4	413703922	Divya Sharma	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
5	513703922	Deepanshu Tyagi	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
6	613703922	Manisha	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
7	713703922	Avneesh Kumar	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
8	813703922	Paras Chhabra	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
9	913703922	Manish Pal	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
10	1013703922	Pooja Dhani	9	9	9	9	8	8	8	8	30	30	30	8.67	8	7.6	7.5
11	1113703922	Aakriti Chauhan	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
12	1213703922	Sahil Batra	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
13	1313703922	Anisha Gambhir	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
14	1413703922	Abhijeet Kumar	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
15	1513703922	Simran Rajora	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
16	1613703922	Sonika	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
17	1713703922	Aman Yadav	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
18	1813703922	Ishant Dhawan	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
19	1913703922	Ritik Bharti	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
20	2013703922	Cheshta Arora	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
21	2113703922	Kirti Saini	8	8	8	8	8	8	8	8	26	26	26	8	7.14	6.8	6.5
22	2313703922	Gaurav Gautam	5	5	8	8	7	7	6	6	18	18	18	6.67	5.43	4.8	4.5
23	2413703922	Harsh	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
24	2513703922	Ayush	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
25	2613703922	Ankit Ray	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
26	2713703922	Revanth J	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
27	2813703922	Tarun Grover	8	8	9	9	9	9	7	7	31	31	31	8.67	7.14	7.6	7.75
28	2913703922	Ankur	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
29	3013703922	Riya Chaudhary	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8

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Dr. Rachita Rana
 Director



30	3113703922	Tanu Jindal	9	9	10	10	10	10	9	9	40	40	40	9.67	9.86	9.8	10
31	3213703922	Namita Bajaj	8	8	8	8	8	8	8	8	28	28	28	8	7.43	7.2	7
32	3313703922	Zahara Alavi	8	8	8	8	8	8	8	8	28	28	28	8	7.43	7.2	7
33	3413703922	Nidhi Pal	8	8	8	8	9	9	7	7	36	36	36	8.33	8.71	8.6	9
34	3513703922	Urvashi	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
35	3613703922	Paras Kumar	6	6	8	8	8	8	8	8	38	38	38	7.33	8.57	9.2	9.5
36	3713703922	Necti Sharma	8	8	9	9	10	10	9	9	32	32	32	9	8.43	8.2	8
37	3813703922	Kamini Ghosh	8	8	9	9	10	10	9	9	38	38	38	9	9.29	9.4	9.5
38	3913703922	Hemant Berwal	8	8	8	8	7	7	8	8	37	37	37	7.67	8.57	9	9.25
39	4013703922	Manan Khurana	8	8	6	6	8	8	6	6	32	32	32	7.33	7.71	7.6	8
40	4113703922	Aishwarya Ashok	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
41	4213703922	Naitik Pandey	8	8	8	8	8	8	8	8	36	36	36	8	8.57	8.8	9
42	50113703922	Mohd Aman Ansari	9	9	9	9	8	8	8	8	30	30	30	8.67	8	7.6	7.5
43	50213703922	Inderjeet Singh	8	8	8	8	8	8	6	6	34	34	34	8	8.29	8	8.5
44	50313703922	Simran Singh	8	8	8	8	7	7	9	9	30	30	30	7.67	7.57	7.8	7.5
45	50413703922	Neha Chauhan	9	9	8	8	9	9	8	8	32	32	32	8.67	8.29	8	8
46	50513703922	Tanya Jawlia	9	9	10	10	10	10	8	8	29	29	29	9.67	8.29	7.4	7.25
47	50613703922	Swati Sharma	9	9	9	9	8	8	6	6	30	30	30	8.67	8	7.2	7.5
48	35113703922	Nishita Veerwani	9	9	9	9	8	8	10	10	36	36	36	8.67	8.86	9.2	9
49	35213703922	Anany Sinha	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25
50	35313703922	Shruti Khurana	8	8	6	6	8	8	6	6	30	30	30	7.33	7.43	7.2	7.5
51	35413703922	Mayank Gothwal	8	8	8	8	8	8	8	8	30	30	30	8	7.71	7.6	7.5
52	35513703922	Saksham Rana	9	9	9	9	8	8	8	8	26	26	26	8.67	7.43	6.8	6.5
53	35613703922	Prabhjot Singh Shah	9	9	7	7	6	6	7	7	32	32	32	7.33	7.71	7.8	8

CO Percentage >75				CO1	CO2	CO3	CO4	Average
Level Achievement				48	47	42	44	45.25
% Attainment				0.8	0.78	0.7	0.73	0.75

Smallesh
Dr. Latika Malhotra
Project Coordinator

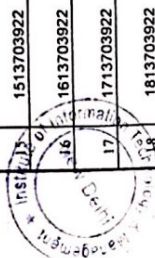
Deepika Attainment:3
Dr. Deepika Arora
HOD-Mgmt Department

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Project Dissertation Evaluation Sheet

Course: MBA		Sem: IV		Batch: 2022-24					
S.No	Enrollment No.	Student Name	Project Title	Phase-1 10 marks	Phase-2 10 marks	Phase-3 10 marks	Phase-4 10 marks	Phase-5 40 marks	Total (out of 40)
1	113703922	Saaniya Tanwar	Study on digital marketing strategies by Samsung India	10	9	10	10	39	39
2	213703922	Mohammed Saood	Solarization : An area of investment for sustainable development	9	10	10	9	38	38
3	313703922	Mohd Saami Naseer	Promoting opportunities for rural entrepreneurship	9	10	10	10	39	39
4	413703922	Divya Sharma	Infrastructure in India's energy sector: An area of Investment for sustainable future	8	9	9	7	29	31
5	513703922	Deepanshu Tyagi	Private and public investment in post harvest agricultural activities for vilksit bharat	9	10	10	9	32	35
6	613703922	Manisha	Attaining Sustainability through Electric vehicles: Trends and Opportunities	9	10	10	9	32	35
7	713703922	Avneesh Kumar	AI and automation in retail	8	9	9	7	29	31
8	813703922	Paras Chhabra	Multi agent system : A tool for self organised management problems	9	10	10	9	30	34
9	913703922	Manish Pal	Corporate governance for ethical business practices	9	10	10	9	34	36
10	1013703922	Pooja Dhani	Risk management and bank efficiency : A Comparative study of HDFC and SBI.	9	9	8	8	30	32
11	1113703922	Aakriti Chauhan	National Education policy and Higher Education	9	10	10	9	32	35
12	1213703922	Sahil Batra	Stress Among College Students	9	10	10	9	36	37
13	1313703922	Anisha Gambhir	Impact of OTT on Students	9	10	10	9	36	37
14	1413703922	Abhijeet Kumar	Employee engagement strategies in a multinational corporation	9	10	10	9	34	36
15	1513703922	Simran Rajora	IPO and Indian Market	9	10	10	9	34	36
16	1613703922	Sonika	EXPORT process in Kachit Rana institute of information technology & management New Delhi	9	10	10	9	32	35
17	1713703922	Anam Yadav	Sustainable institute of information technology & management New Delhi	8	9	9	7	29	31
18	1813703922	Ishant Dhawan	Media and consumerism	9	10	10	9	30	34



19	1913703922	Ritik Bharti	Impact of GST on the fast-moving consumer goods sector in India Comparative Study & Analysis of NP(Non-Performing Asset) In Indian Banks and Financial Institutions	9	10	10	9	32	35
20	2013703922	Cheshtia Arora		9	10	10	9	34	36
21	2113703922	Kirti Saini		8	8	8	8	26	29
22	2313703922	Gaurav Gautam	Online Food Delivery Aggregators- A Case of Zomato	5	8	7	6	18	22
23	2413703922	Harsh	Comparative study on the stock exchanges of BSE and NASDAQ	9	10	10	9	32	35
24	2513703922	Ayush	A comparative analysis of the regional rural banks & cooperative banks of India	9	10	10	9	32	35
25	2613703922	Ankit Ray	Financial performance analysis of HUL	9	10	10	9	34	36
26	2713703922	Revanth J	A study on non- performing assets with special reference to HDFC bank	9	10	10	9	30	34
27	2813703922	Tarun Grover	Initial Public Offer: A Case Study on Avenue Supermarts Ltd.	8	9	9	7	31	32
28	2913703922	Ankur	Foreign Direct Investment: Various Changes Introduced in the Recent Years	9	10	10	9	30	34
29	3013703922	Riya Chaudhary	MOTIVATIONAL STRATEGIES AND TOOLS IN BANKING INDUSTRY	9	10	10	9	32	35
30	3113703922	Tanu Jindal	STUDY OF RETENTION STRATEGIES IN BUSINESS PROCESSES OUTSOURCING (BPO) INDUSTRY IN INDIA	9	10	10	9	40	39
31	3213703922	Namita Bajaj	OUTSOURCING MANAGER'S JOB: AN EVALUATIVE STUDY OF HR OUTSOURCING IN INDIAN IT INDUSTRY	8	8	8	8	28	30
32	3313703922	Zahara Alavi	Stress Management: A Study of BPO Sector	8	8	8	8	28	30
33	3413703922	Nidhi Pal	TALENT RETENTION PRACTICES IN HIGHER EDUCATION INSTITUTES AND COLLEGES	8	8	9	7	36	34
34	3513703922	Urvashi	Integration of AI in marketing	9	10	10	9	36	37
35	3613703922	Paras Kumar	Predictive analytics for forecasting consumer behaviour	6	8	8	8	38	34
36	3713703922	Neeti Sharma	Inclusive Corporate Social Responsibility: Integrating Social Justice and Sustainability into Business Practices	8	9	10	9	32	34
37	3813703922	Kamini Ghosh	Increasing Financial Literacy for Improved Financial Inclusion: A Study of Educational Programs	8	9	10	9	38	37
38	3913703922	Hemant Bewral	Financial Inclusion and Gender Equality: Strategies for Closing the Gender Gap in Access to Financial Services	8	8	7	8	37	34
39	4013703922	Manan Khurana	Enhancing Customer Engagement through AI chatbots	8	6	8	6	32	30
40	4113703922	Aishwarya Ashok	Designing Inclusive Products and Services: A Case Study of the Tech Industry Major Information Technology & Marketing Strategy for Targeting Diverse Audiences	9	10	10	9	30	34
41	4213703922	Nalini Pandey	Inclusion in Marketing Strategy for Targeting Diverse Audiences	8	8	8	8	36	34
42	50113703922	Mohd Aman Ansan	Breaking Barriers: Exploring the Impact of Diversity and Inclusion in Entrepreneurship	9	9	8	8	30	32



Rubric for Summer Training (MS-201)

Rubric	Unsatisfactory(1)	Satisfactory(2)	Good (3)	Very Good (4)	Excellent(5)
Range (%)	(0-20)	(20-40)	(40-60)	(60-80)	(80-100)
Functional and SWOT Analysis	10 Not Submitted, Minimal or no understanding of functional roles. SWOT analysis is incomplete with major gaps.	Basic understanding of functional roles. SWOT covers only some areas.	Clear understanding of functional roles and moderately complete SWOT analysis.	Detailed understanding of functional roles, good SWOT addressing most key factors.	Comprehensive understanding with an insightful and complete SWOT analysis.
Job Specific Analysis	10 Not done/ Little or no analysis of job roles	Basic job role analysis;	Adequate job role analysis, Given broad outlines	Explained the major areas, Detailed job analysis	Elaborated all the major aspects in-depth
Draft Report submission	10 Non-submission, Poorly structured and unclear; missing significant content	Timely Submission, Basic structure but lacks clarity in sections	Timely Submission with minor gaps, Reasonable draft structure and content	Well-structured, Minor correction in formatting only	Professionally structured, covers all required sections. Complete project report, need no changes
Final Report Submission	10 Non-submission/ Little improvement from draft; poorly presented and missing key content	Some improvement from draft; minor formatting or content gaps remain.	Adequate improvement from draft; well-formatted with moderate depth.	Clear improvements; well-presented, structured, and with good content depth.	Significant improvement; comprehensive, well-structured, and insightful report.
Presentation and Viva-Voce	40 Not Presented/ poorly prepared for questions and answers.	Basic presentation; moderate preparation with gaps in understanding.	Reasonable presentation; answers most questions but lacks depth.	Confident and well-organized presentation; answers most questions well.	Professional presentation, Query Handling, Excellent learning summary

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9th June, 2021

MBA: CONDUCT OF SUMMER TRAINING

Objective

Each student of MBA Programme is to engage Himself /Herself in industrial training during the summer vacations at the end of second semester. It is an exercise in „Organisational Analysis“ with reference to various aspects of chosen area of business function.

The academic objectives of summer training are to

- Work & gain knowledge of real business environment,
- Explore the various functional areas and analyse how theoretical concepts taught are applied/not applied in real situations,
- Analyse best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations,
- Develop skills in report writing through information collection, data analysis, data/information extraction and presentation and draw lessons vis-à-vis firm or company where you are doing the summer training.

At the end of the „Summer Training“ the students are to submit a written report in the standardised format and guidelines given to the students.

Scheme for the Summer Training

As per the syllabi of MBA (Paper No – MS201), students of Semester II are to undergo summer training for Six to Eight Weeks in a company at the end of second semester. On the completion of the summer training students are required to submit to the institute a summer training report (in duplicate) within 1 month of the last date of their summer training. Summer training report shall be of 100 marks and four credits. **The supervisor in the organization** under whose guidance the summer training is carried out will be required to grade the students „s report in the format prescribed by the university (Annexure –A). Each student will be attached to an internal faculty guide with whom they shall be in continuous touch during their training period. Internal faculty guide will evaluate (out of 40 marks) the student on the basis of assessment report provided by the organization where the summer training has been completed and his/her own assessment about the work done by the student. The evaluation of remaining 60 marks is by external examiner appointed by the university, who shall evaluate the report on the basis of presentation and assessment report of the organization.

Scope of the Project / Summer Training

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Director

Institute of Information Technology &
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The summer training assignments would be based on the functional area (such as marketing, finance, HRM, international business) that the student opted to pursue in third and fourth semester. Before commencement of summer training each student is to develop a template in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. In addition to this, the company where the student is under going summer training may assign some specific job. Students are to carry out any such specific job and include it in the report.

It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or other wise, they must explore it and comment on it in his /her report. Each student is required to carry out the work and submit the report individually.

ANY PREVIOUS WORK OR BORROWED REPORT WILL BE SUMMARILY REJECTED AND IN ALL CASES OF REJECTION THE WORK IS TO BE REPEATED AFRESH.

Final Report

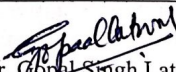
The Guidelines for the report writing is given in Appendix 'B' The format of the summer training report is attached as Appendix 'C'. All students are to adhere to these guidelines.

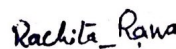
Schedule of Submissions

Students are required to strictly follow the schedule given below:

Tentative Schedule	Activity	Marks Allotted	Remarks
T	Beginning of Summer Internship		
T+ 3 Days	Submission of synopsis to respective guides	5	
T+ 20 Days	First Progress Report to respective guides.	5	
T+30 Days	Second Progress Report to respective guides.	5	
T+40 Days	First Draft of the Report to respective guides.	5	
T+45 Days	Discussion with guides and return of corrected draft	-	
T+60 Days	Submission of Final Report to respective guides.	5	As per Appendix-A , B & C.
T+65 Days	Presentation and Viva-voce before the committee.	15	A Power Point based presentation. Twenty minutes each student.
T+70 Days	Result compilation		
Total Marks		40	

1. All Students of MBA II
2. All MBA faculty guides


 Dr. Gopal Singh Latwal
 Programme Coordinator (MBA)


 Dr. Rachita Rana
 Director
 Institute of Information Technology & Management
 New Delhi



SUMMER TRAINING APPRAISAL

Student's Name:

Programme:

You are requested to provide your opinion on the following parameters.

<i>Outstanding</i>	<i>Good</i>	<i>Satisfactory</i>	<i>Unsatisfactory</i>
A	B	C	D

1. Technical knowledge gathered about the industry and the job he/she was involved.
2. Communication Skills: Oral / Written / Listening skills
3. Ability to work in a team
4. Ability to take initiative
5. Ability to develop a healthy long term relationship with client
6. Ability to relate theoretical learning to the practical training
7. Creativity and ability to innovate with respect to work methods & procedures
8. Ability to grasp new ideas and knowledge
9. Presentations skills
10. Documentation skills
11. Sense of Responsibility
12. Acceptability (patience, pleasing manners, the ability to instill trust, etc.)
13. His/her ability and willingness to put in hard work
14. In what ways do you consider the student to be valuable to the organization?
Consider the student's value in term of:
 - (a) Qualification
 - (b) Skills and abilities
 - (c) Activities/ Roles performed

15. Punctuality

Any other comments _____

Assessor's overall rating _____

Assessor's Name:

Designation:

Organization name and address:

Email id:

Contact No:

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 Director
 Institute of Information Technology &
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GUIDELINES FOR WRITING SUMMER TRAINING REPORT

Synopsis

On the commencement of summer training at the company, students must present to the project leader/ coordinator assigned to him/her by the company, the requirements of data on the aspects included in the template. He/ she should also understand the specific task the company wishes him/her to do the summer training. Each student is to submit a synopsis of the work assigned to him/her in the chosen functional areas (Marketing/HR/Finance/ Retail) and his/her plan to achieve it, to the respective academic guide of the institute. The chapter plan for compiling the report is given below.

Chapter-1: Introduction

Following aspects need to be covered in the first chapter in order to know the company profile:

1. Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.
2. Explain the nature of the organisation and its business (service/production/trading etc), i.e., type of industry & business in which the company is operating. Mention any specific functional area, if any such as marketing, finance, HR, logistics etc, in which the company is operating.
3. Company's vision & mission.
4. Product range of the company.
5. Size (in terms of manpower & turnover) of organisation.
6. Organisation structure of the company.
7. Market share & position of the company in the industry.
8. Present leadership. Mention the people & their level with whom you have interacted during the summer training.

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Chapter-2: Functional Analysis of the Company

In this chapter, present critical detailed analysis on the aspects that have been included in the template that has been created by the students specific to chosen functional area, also include cross functional aspects that you have gathered during the summer training. This is to include the following aspects (SWOT Analysis)

Chapter-3: Job Specific analysis

In this chapter include detailed analysis of the task that the students have carried out at the behest of the company.

Chapter-4: Learning Summary

In this chapter students are to mention learning value of the summer training covering at least following aspects

- a. Comment on your experience about the working and business environment existing in the company.
- b. Explain the practical knowledge you gained during your summer training in terms of systems, procedures and practices followed by the company in different functional areas of management (Marketing, HR, Finance, Retail, inventory, production, etc).
- c. Best practices/USPs that the company follows in different functional areas such as Marketing, HR, finance, Retail Management, CRM, logistics, etc.
- d. Explain the variations/deviations in practices followed by the company vis-à-vis the concepts taught to you in the classroom.
- e. Constraints and limitations, if any, experienced in the company where you have undergone summer training.

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FORMAT OF THE REPORT WRITING**Format**

1. The final report should be written in the following the format:
 - (a) Title Page
 - (b) Certificate (s)
 - (c) Acknowledgement
 - (d) Executive Summary
 - (e) Contents
 - (f) List of Tables
 - (g) List of Figures
 - (h) Body of the Summer Training Report(As per Appendix A)
 - (i) Summary and Conclusions
 - (j) References/ Bibliography
 - (k) Appendices

Title Page

2. The format of the title page is attached as **Annexure-I**.

Certificate

3. The format of the certificate is attached as **Annexure-II**. A certificate from the company where the student did the summer training in the functional area that was opted by the student.

Acknowledgements

4. In the "Acknowledgements" page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

Executive Summary

5. An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It should comprise problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

Contents & List of Tables/Figures/Symbols

6. The format of Contents and list of Tables/Figures/Symbols is attached as **Annexure-III**. A publication is a research paper published/communicated during the current research work.

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Body of the summer training Report: Guidelines for Report Writing

7. While compiling the body of report as in Appendix 'B' following aspects must be adhered to as given in. Aspects are:

(a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

(b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3---, 2.1, 2.2, 2.3 etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

(c) **Page Specifications:**

- (i) Left Margin : 1.25 inch
- (ii) Right Margin : 1.25 inch
- (iii) Top Margin : 1 inch
- (iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

- (i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.
- (ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined
- (iii) **Page/Title Font Size:** 14

(f) **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:

- (i) Table No-1: Number of Employees in Organisation ABC
- (ii) Figure No-1: Organisational Structure

(g) **Binding & Color Code of the Report:**

- (i) Hard Bound Report
- (ii) Background of the cover page– Navy Blue
- (iii) Color of Letters– Silver

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Summary & Conclusions

8. This section of the report/dissertation should cover findings of the work, whether the stated objectives of the work is achieved with full justification, recommendations, limitations, directions for future development.

References/Bibliography

9. Examples are given below:

1. India today, "The Melt down: End of good times", Oct 27, 2008.
2. James M, Kaplan; and et. al., "Managing it in a Down Turn: Beyond Cost Cutting", *Indian Management*, vol.47 issue 11, Nov 08.
3. "How to Save Your Job in Recession", *Harvard Business Review*, September 08.
4. www.ibm.com/in (Date of visit)
5. www.intel.com/india (Date of visit)

Appendices

10. The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No__". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

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Institute of Information Technology &
Management New Delhi



Summer Training Report on

Title of The Report

(Font size = 18)

Submitted in partial fulfillment of the requirements
for the award of

Master of Business Administration (MBA)

To

Institute of Information Technology and Management



Guide:
(Guide Name)

Submitted by:
(Student name)
Roll No.:

Batch (2020 – 2022)

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS**CONTENTS**

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	Executive Summary	-
4	List of Tables	-
5	List of Figures	-
6	Body of Report (Chapters)	
7	Summary and Conclusions	
8	References/ Bibliography	
9	Appendices	

LIST OF TABLES/

Table No	Title	Page No
1	Number of Employees in Organization ABC	
2		

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2018 - 19	
2		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	@	At the rate
2		

LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earning Per Share.

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Summer Internship Project Evaluation Sheet

Course: MBA		Sem:III	Batch:2022-24		Phase wise Marks				
S.No	Enrollment No.	Student Name	Project Title	Phase-1	Phase-2	Phase-3	Phase-4	Phase-5	Total (out of 40)
				10 marks	10 marks	10 marks	10 marks	40 marks	
1	00113703922	Saanviya Tanwar	Employee Satisfaction towards training policies and methods in PFC Ltd.	10	10	10	10	40	40
2	00213703922	Mohammad Saood	Uncovering Financial Insights: A Case of Data Analytics at EduYr India	10	9	10	9	39	39
3	00313703922	Mohd Saami Nasser	Study of the Business Model Followed by Airpay Payment Services	10	9	10	9	39	39
4	00413703922	Divya Sharma	A study of HR talent acquisition at creakrut	8	8	9	9	26	30
5	00513703922	Deepanshu Tyagi	Analyzing and understanding Operations and Marketing Strategies used in a manufacturing industry.	8	8	9	9	35	35
6	00613703922	Manisha	A Study Social media marketing : case of S V Traders	9	9	9	9	35	36
7	00713703922	Arunesh Kumar	A STUDY ON STOCK ANALYSIS WITH FUNDAMENTALS WITH TO IT SECTOR	8	8	8	8	34	33
8	00813703922	Paras Chhabra	A study on factors affecting the investment of customers towards life insurance at Shriram life insurance company limited.	10	9	10	9	39	39
9	00913703922	Manish Pal	Analysis of financial statements of pawan aaradhyia & Co.	10	9	10	9	38	38
10	01013703922	Pooja Dhanni	Enhancing code efficiency and functionality: A comprehensive exploration of Python Tools	8	9	8	8	37	35
11	01113703922	Aakriti Chauhan	A Study on Employer Branding-Employer of choice at Persistent Systems	9	9	9	8	38	37
12	01213703922	Sahil Barra	Data Detective: Uncovering Insights Through Sourcing and Research at Tridge Solutions	10	9	10	9	38	38
13	01313703922	Anusha Gambhir	A study on recruitment and selection process	9	9	9	8	37	36
14	01413703922	Ahijefet Kumar	A STUDY OF CUSTOMER PERCEPTION ON AURA INDIE COMPANY	10	9	10	9	38	38
15	01513703922	Sirran Rajora	A study on strategies of cash management	10	9	10	9	38	38
16	01613703922	Sonika	Digital marketing strategy of Amazon	9	9	9	8	38	37
17	01713703922	Aman Yadav	A study of supply chain management	8	9	8	8	37	35
18	01813703922	Ishant Dhanwan	Analysis of Marketing Strategies At Pulhant Marketing	10	9	10	9	39	39

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19	01913703922	Rohit Bharti	To Analyze Short Term Loan Approval Process of H/D/C Bank	8	8	9	9	35	35
20	02013703922	Chesha Arora	A Study on effectiveness of recruitment and selection process at support star	10	9	10	9	39	39
21	02113703922	Kirti Saini	A Study on Recruitment Process at Irekruit	8	9	8	8	35	34
22	02313703922	Gaurav Gautam	Product Development Process at Spark Alloy Industries	5	4	5	4	21	20
23	02413703922	Harsh	A study of data mining and AI Enhanced Content Strategy at Tredge Solution Pvt. Ltd.	8	9	8	8	35	34
24	02513703922	Ayush	A Study on HR Recruitment Process at Reliable Allied Services	8	9	8	8	35	34
25	02613703922	Ankur Ray	A study on marketing operations of Varun Beverages Limited across Delhi/NCR.	8	9	8	8	37	35
26	02713703922	Renuwaj J	Analyzing and Visualizing Recent Job Trends: The Study of Multiple Job Portals through Data Mining & Data Visualization	10	9	10	9	39	39
27	02813703922	Taran Grover	A STUDY OF DIGITAL MARKETING CAMPAIGN AT ANIMAL BOOSTER NUTRITION	10	9	10	9	38	38
28	02913703922	Ankur	A study of data analytics at eduly1 india	8	9	8	8	37	35
29	03013703922	Riya Chaudhary	A STUDY ON EMPLOYEE SATISFACTION OF INFONITY	7	9	8	8	36	34
30	03113703922	Taru Jindal	A STUDY OF RECRUITMENT PROCESS BENEFITING EMPLOYEES AT INFONITY	8	9	7	8	36	34
31	03213703922	Namita Bajaj	A study on Applications of tally in CQS	7	9	7	8	35	33
32	03313703922	Zahara Alawi	Talent acquisition in WHY ventures	8	9	7	8	36	34
33	03413703922	Nidhi Pal	A Study Of HR-Talent Acquisition at Concentrix	6	8	7	7	36	32
34	03513703922	Urvashi	A comprehensive study on maruti suzuki india limited	7	7	7	8	33	31
35	03613703922	Paras Kumar	A Study on Digital Marketing-SEO Tools of CQS	9	9	9	8	38	37
36	03713703922	Neeti Sharma	HR Process Improvement with reference to MINDA	7	9	8	8	36	34
37	03813703922	Kamini Ghosh	Study on Reconciliation and financial management	8	8	8	9	36	35
38	03913703922	Ilemari Bernal	Study on role of project financing	9	8	9	8	38	36
39	04013703922	Manan Khurana	A Study of Optimizing E-Commerce	8	9	7	8	36	34
40	04113703922	Ashwarya Ashok	A study on sales management techniques	8	8	7	7	36	33
41	04213703922	Naitik Pandey	A Study on Geckko's Digital marketing	8	9	8	8	37	35
42	04313703922	Nishita Verma	HR Data Mining & Analysis At Tridge Solutions Pvt.Ltd	10	9	10	9	39	39



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43	35213703922	Anam Singh	Data Analy at Edulyt India	9	8	9	8	38	36
44	35313703922	Shruti Khurana	Sales and Human Resource Management	10	9	10	9	38	38
45	35413703922	Mayank Gotwal	A Study on Types of SIOs implementation at COS	9	9	9	8	37	36
46	35513703922	Saksham Rana	A study on managing operations at spaceyok	7	9	8	8	36	34
47	35613703922	Prabhjot Singh Shah	Analyzing and Visualizing The Study of Job Opportunities as a Editor	8	8	9	9	26	30
48	50113703922	Mohd Aman Ansari	A study of influencer marketing at developing bec	9	8	9	8	38	36
49	50213703922	Indrajit Singh	Work Study On Data Analytics at Edulyt India	7	7	7	8	33	31
50	50313703922	Simran Singh	A Comprehensive Analysis of SEO Tools in Digital Marketing at COS Training	10	9	10	9	38	38
51	50413703922	Neha Chauhan	Soo and it's important in digital marketing	10	9	10	9	38	38
52	50513703922	Tanya Jawlia	A study on practical implications of SEO Tools at COS	9	9	9	8	38	37
53	50613703922	Swati Sharma	A study on social justice and empowerment at niti sayog govt of india	10	9	10	9	38	38
Project Coordinator <i>Dr. Rakhi Rana</i>				<i>Dr. Rakhi Rana</i> HOD-MIA					



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CO Attainment for Summer Internship Project

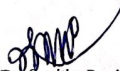
Course: MBA		Sem: III		CO Attainment															
S.No	Enrollment No.	Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5				CO Average(out of 10)				
			CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4		
1	00113703922	Saaniya Tanwar	10	10	10	10	10	10	10	10	40	40	40	10	10	10	10		
2	00213703922	Mohammad Saood	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		
3	00313703922	Mohd Saami Naseer	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		
4	00413703922	Divya Sharma	8	8	8	8	9	9	9	9	26	26	26	8.33	7.29	7	6.5		
5	00513703922	Deepanshu Tyagi	8	8	8	8	9	9	9	9	35	35	35	8.33	8.57	8.8	8.75		
6	00613703922	Manisha	9	9	9	9	9	9	9	9	35	35	35	9	8.86	8.8	8.75		
7	00713703922	Avneesh Kumar	8	8	8	8	8	8	8	8	34	34	34	8	8.29	8.4	8.5		
8	00813703922	Paras Chhabra	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		
9	00913703922	Manish Pal	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5		
10	01013703922	Pooja Dhami	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25		
11	01113703922	Aakriti Chauhan	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5		
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13	01313703922	Anisha Gambhir	9	9	9	9	9	9	8	8	37	37	37	9	9.14	9	9.25		
14	01413703922	Abhijeet Kumar	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5		
15	01513703922	Simran Rajora	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5		
16	01613703922	Sonika	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5		
17	01713703922	Aman Yadav	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25		
18	01813703922	Ishant Dhawan	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		
19	01913703922	Ritik Bharti	8	8	8	8	9	9	9	9	35	35	35	8.33	8.57	8.8	8.75		
20	02013703922	Cheshta Arora	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		
21	02113703922	Kirti Saini	8	8	9	9	8	8	8	8	35	35	35	8.33	8.57	8.6	8.75		
22	02313703922	Gaurav Gautam	5	5	4	4	5	5	4	4	21	21	21	4.67	5	5	5.25		
23	02413703922	Harsh	8	8	9	9	8	8	8	8	35	35	35	8.33	8.57	8.6	8.75		
24	02513703922	Ayush	8	8	9	9	8	8	8	8	35	35	35	8.33	8.57	8.6	8.75		
25	02613703922	Ankit Ray	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25		
26	02713703922	Revanth J	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75		


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28	02913703922	Ankur	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25
29	03013703922	Riya Chaudhary	7	7	9	9	8	8	8	8	36	36	36	8	8.57	8.8	9
30	03113703922	Tanu Jindal	8	8	9	9	7	7	8	8	36	36	36	8	8.57	8.8	9
31	03213703922	Namita Bajaj	7	7	9	9	7	7	8	8	35	35	35	7.67	8.29	8.6	8.75
32	03313703922	Zahara Alavi	8	8	9	9	7	7	8	8	36	36	36	8	8.57	8.8	9
33	03413703922	Nidhi Pal	6	6	8	8	7	7	7	7	36	36	36	7	8.14	8.6	9
34	03513703922	Urvashi	7	7	7	7	7	7	8	8	33	33	33	7	7.71	8.2	8.25
35	03613703922	Paras Kumar	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5
36	03713703922	Neeti Sharma	7	7	9	9	8	8	8	8	36	36	36	8	8.57	8.8	9
37	03813703922	Kamini Ghosh	8	8	8	8	8	8	9	9	36	36	36	8	8.57	8.8	9
38	03913703922	Hemant Berwal	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
39	04013703922	Manan Khurana	8	8	9	9	7	7	8	8	36	36	36	8	8.57	8.8	9
40	04113703922	Aishwarya Ashok	8	8	8	8	7	7	7	7	36	36	36	7.67	8.43	8.6	9
41	04213703922	Naitik Pandey	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25
42	35113703922	Nishita Veerwani	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75
43	35213703922	Anany Sinha	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
44	35313703922	Shruti Khurana	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
45	35413703922	Mayank Gothwal	9	9	9	9	9	9	8	8	37	37	37	9	9.14	9	9.25
46	35513703922	Saksham Rana	7	7	9	9	8	8	8	8	36	36	36	8	8.57	8.8	9
47	35613703922	Prabhjot Singh Shah	8	8	8	8	9	9	9	9	26	26	26	8.33	7.29	7	6.5
48	50113703922	Mohd Aman Ansari	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
49	50213703922	Inderjeet Singh	7	7	7	7	7	7	8	8	33	33	33	7	7.71	8.2	8.25
50	50313703922	Simran Singh	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
51	50413703922	Neha Chauhan	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
52	50513703922	Tanya Jawlia	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5
53	50613703922	Swati Sharma	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5

CO Percentage >75	CO1	CO2	CO3	CO4	Average
Level Achievement	49	50	50	50	49.75
% Attainment	0.82	0.83	0.83	0.83	0.83


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