

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

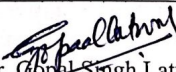
The Guidelines for the report writing is given in Appendix 'B' The format of the summer training report is attached as Appendix 'C'. All students are to adhere to these guidelines.

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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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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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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Summer Training Report

on

Title of The Report

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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)

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Director
Institute of Information Technology &
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Certificate

I, Mr./Ms. _____, Roll No. _____
 certify that the Summer Training Report (MS-201) entitled
 “_____” is done by me and it is an authentic work
 carried out by me at _____ (Name of the organisation or
 of the Institute). 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 Summer Training Report/ (MS-201) 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
 Programme Coordinator /HOD

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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/Isa. 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	Simran 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	Prabhjyot 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 aayog govt of india	10	9	10	9	38	38
Project Coordinator <i>Dr. Rakhi Rana</i>									
HOD-MIA <i>Dr. Rakhi Rana</i>									



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CO Attainment for Summer Internship Project

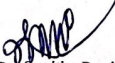
Course: MBA		Sem: III															
S.No	Enrollment No.	Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5			CO Average(out of 10)			
			CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4
1	00113703922	Saaniya Tanwar	10	10	10	10	10	10	10	10	40	40	40	10	10	10	10
2	00213703922	Mohammad 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
12	01213703922	Sahil Batra	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
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


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



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


Dr. Sumitha Ravi
Project Coordinator


Dr. Deepika Arora
HOD-MBA

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



Student Phase wise Evaluation Performance Summer Training Internship Project

Course: MBA	Semester: III	Batch: 2022-24					
Student Name: Souika	Enrollment No: 01613703922	Guide Name: Dr. Latika Malhotra					
Company/Organization Name: Amazon	Project Title: Digital Marketing Strategy of Amazon	Platform(HW/SW):					
Phase/Activity	Marks Allotted	Due Date	Completion Date	Remarks(If any)	Marks Obtained	Stud. Sign	Guide Sign
Phase I: Project Synopsis / Proposal Evaluation	10	18th August, 2023	18 th Aug ²³	V Good	9	Souika	Jm
Phase II: Completion & Submission of Activities under Chapter 1 & 2	10	11th September, 2023	11 th Sep ²³	V Good	9	Souika	Jm
Phase III: Completion & Submission of Activities under Chapter 3 & 4	10	29th September, 2023	29 th Sep ²³	V Good	9	Souika	Jm
Phase IV: Submission of Final Project Report	10	10th October, 2023	10 th Oct ²³	Good	8	Souika	Jm
Phase V: Project Presentation & Viva-Voce	40	26th October, 2023	26 th Oct ²³	V Good	38	Souika	Jm

Student Phase wise Evaluation Performa Summer Training Internship Project

Course: MBA		Semester: III	Batch: 2022 - 24					
Subject Name: Simran Rajora		Enrollment No: 01513709922	Guide Name: Dr. Lalika Malhotra					
Company/Organization Name: AD Technology		Project Title: A study on strategies of Cash management						
Sr.No	Phase/Activity	Marks Allotted	Due Date	Completion Date	Remarks (If any)	Marks Obtained	Stud. Sign	Guide Sign
1	Phase I: Project Synopsis / Proposal Evaluation	10	18th August, 2023	18 th Aug ²³	Excellent	10	Simran	[Signature]
2	Phase II: Completion & Submission of Activities under Chapter 1 & 2	10	11th September, 2023	11 th Sep ²³	V.Good	9	Simran	[Signature]
3	Phase III: Completion & Submission of Activities under Chapter 3 & 4	10	29th September, 2023	29 th Sep ²³	Excellent	10	Simran	[Signature]
	Phase IV: Submission of Final Project Report	10	10th October, 2023	10 th Oct ²³	V.Good	9	Simran	[Signature]
	Phase V: Project Presentation & Viva-Voce	40	26th October, 2023	26 th Oct ²³	V.Good	38	Simran	[Signature]





INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
 Accredited 'A' Grade by NAAC & Recognised U/s 2(F) of UGC Act
 Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
 Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

Student Phase wise Evaluation Performa Summer Training Internship Project

Semester: <u>III</u>		Batch: <u>2022-24</u>				
Enrollment No: <u>01313703922</u>		Guide Name: <u>Dr. Deepika Anora</u>				
Project Title: <u>A study on Recruitment and selection Process</u>		Platform(Hw/Sw):				
Phase/Activity	Marks Allotted	Completion Date	Remarks(If any)	Marks Obtained	Stud. Sign	Guide Sign
Phase I: Project Synopsis / Proposal Evaluation	10	16 th Aug 23	Good	9	<i>Anisha</i>	<i>Deepika</i>
Phase II: Completion & Submission of Activities under Chapter 1 & 2	10	11 th Sep 23	Good	9	<i>Anisha</i>	<i>Deepika</i>
Phase III: Completion & Submission of Activities under Chapter 3 & 4	10	29 th Sep 23	Good	9	<i>Anisha</i>	<i>Deepika</i>
Phase IV: Submission of Final Project Report	10	10 th Oct 23	Good	8	<i>Anisha</i>	<i>Deepika</i>
Phase V: Project Presentation & Viva-Voce	40	26 th Oct 23	Good	37	<i>Anisha</i>	<i>Deepika</i>



Student Phase wise Evaluation Performa Summer Training Internship Project

Semester: III		Batch: 2022-24					
Enrollment No: 01413703922		Guide Name: Dr. Deepika Arora					
Project Title: A study of Customer Perception on Awa Indie Company		Platform(Hw/Sw):					
Phase/Activity	Marks Allotted	Completion Date	Due Date	Remarks(If any)	Marks Obtained	Stud. Sign	Guide Sign
Phase I: Project Synopsis / Proposal Evaluation	10	10 th Aug 23	18th August, 2023	Very Good	10	Abhijeet	[Signature]
Phase II: Completion & Submission of Activities under Chapter 1 & 2	10	11 th Sep 23	11th September, 2023	Very Good	9	Abhijeet	[Signature]
Phase III: Completion & Submission of Activities under Chapter 3 & 4	10	21 st Sep 23	29th September, 2023	Very Good	10	Abhijeet	[Signature]
Phase IV: Submission of Final Project Report	10	10 th Oct 23	10th October, 2023	Very Good	9	Abhijeet	[Signature]
Final Project Presentation & Report	40	26 th Oct 23	26th October, 2023	Very Good	38	Abhijeet	[Signature]

