

GUIDELINES FOR SIP REPORT
KOUSTU BUSINESS SCHOOL / COLLEGE OF
ENGINEERING BHUBANESWAR
MBA/PGDM 2019-21 BATCH
SUMMER INTERNSHIP PROGRAMME 2020

FORMAT OF SIP REPORT 2020

- 1. Paper Size:** A- 4 size bond paper
- 2. Margins:** Top : 1" (1 inch=2.54cm) Bottom : 1.15" (2.86cm) Left : 1.5" Right : 0.6"
- 3. Line Spacing:** 1.5 line
- 4. Title of Chapter**

Font : Times New Roman (Bold face)

Size : 18 point

Alignment : Centre Alignment

One thick line (2¼ point weight) after the name of chapter
- 5. Headings**

First Order Heading: (for example – 1. NTRODUCTION)

Font : Times New Roman (Bold Face)

Size : 16 point

One blank line before the heading (12 points)

Second Order Heading: (for example – 1.1. Evolution)

Font : Times New Roman (Bold Face)

Size : 14 point

One blank line before the heading (12 points)

Third Order Heading: (for example – 1.1.1. Image Processing)

Font : Times New Roman (Bold Face)

Size : 12 point
- 6. Text**

Font : Times New Roman

Size : 12 point

Line Indent : First line of every paragraph should be indented By 1 cm. (Except first paragraph *)

*** No indent should be applied to first line of first paragraph under any Heading / Sub-Heading**

Alignment : Justified (Full Text)
- 7. Synopsis (up to 200 words)**

Font : Times New Roman (Bold Face)

Size : 12 point

Two blank lines after the heading. (12 points)

Remaining Text

Font : Times New Roman (Italic Face)

Size : 12 point

Alignment : Justified (Full Text)

8. Header: Title- Information, Name etc.

Font - Times New Roman

Size - 12 point

No header should be applied to cover page, front page, index, abstract, bibliography.

Footer :

Left hand- Topic title

Right hand-Page no (only integer)

Font - Times New Roman

Size - 12 point

A
SUMMER INTERNSHIP PROJECT REPORT

On

TITLE.....

In partial fulfilment of requirements for the degree of
Master of Business Administration / Postgraduate Diploma in
Business Management
Biju Pattanaik University of Technology (BPUT) / All India Council
for Technical Education

SUBMITTED BY:

Name of the student.....

Registration Number.....

2nd SEMESTER MBA / 3rd TRIMESTER PGDM

Under the Guidance of

Prof. Name.....



KOUSTUV
BUSINESS SCHOOL(KBS)
(Approved by AICTE, Govt. India.)

KOUSTUV TECHNICAL CAMPUS

Plot No.1 (A), Infocity Road, Patia, Bhubaneswar - 751024, Odisha, INDIA.
Phone No : 0674 - 2740133 / 2740386 / 2744407

CERTIFICATE

Certified that seminar work entitled “.....Title of the seminar” is a bonafide work carried out in the 2nd semester by “.....Name of the Candidate ...” in partial fulfilment for the award of MBA/PGDM from KOUSTUV BUSINESS SCHOOL under BPUT during the academic year 2019-21.

SIGNATURE

FACULTY COORDINATOR

SIGNATURE

PRINCIPAL

ACKNOWLEDGEMENT

I cordially thank and express my sincere regards to Dr. D.BEURA, Principal of KBS Bhubaneswar, for his valuable guidelines for preparing his project in a proper manner.

My overriding debt continues to be to my lovely parent who provided me with the time, support and inspiration needed to prepare this report.

Finally I thank authors of all those books and manuals we have referred in the course or preparation of this project. We also thank our parents, friends and all those people who are related to this project at any “stage of its making/ for their readiness to help us to out whenever required.

Name of the student

Regd no.

KOUSTUV BUSINESS SCHOOL
(CEB/KBS)

DECLARATION

I, undersigned student of Koustuv Business School, Bhubaneswar (affiliated to Biju Patnaik University of Technology, Rourkela)/ All India Council for Technical Education, New Delhi here by declare that the SIP report on is prepared and submitted by me under the guidance of my internal guide **Prof.....**

This report has not been submitted to any other university or college or published any time before.

Place:

Date:

Name of the student

Regd no.

INDEX PAGE

Topic Page

Page No.

1. TITLE OF CHAPTER ONE

1.1 HEADING

1.2 HEADING

2. TITLE OF CHAPTER TWO

2.1 HEADING

2.2 HEADING

-

-

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-

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N. CONCLUSION

BIBLIOGRAPHY

APPENDIX – IF ANY

Note :

1. SIP Report must be White colored Hard Bounded
2. One copy of the report should be submitted to the SIP Co-ordinator (Departmental Library). Every student MUST have his/her own additional copy.
3. Report must be written in your own English language.
4. Synopsis should be not more than One Page.
5. Report must be submitted as per notice
6. Sequence of pages to be followed as:

- i) Cover page
- ii) First page
- iii) Internal / External Co-ordinator Certificate
- iv) Acknowledgement
- v) Page Index
- vi) Table Index
- vii) Figure Index
- viii) Synopsis
- ix) Theory
- x) Conclusion
- xi) Bibliography
- xii) Appendices

7. Sequence of Theory may be as follows:

1. Introduction
 - 1.1 Subtopics
 - 1.2
2. Literature Survey (Depending on the selected topic)
3. 3.1 3 to 4 Topics based on seminar titles as per equirement
 - 3.2

8. CONCLUSION

9. BIBILOGRAPHY

Suggested Themes and Topics that can be covered through secondary sources and on-line surveys

Marketing Management

- Increasing the online presence through Social Media
- An assessment of Brand Communication efforts of leading firms in a product/service category
- An assessment of Shopper Engagement by a firm during last two to three years
- A study to design an Innovative Content for Enhanced User Interactions for a firm
- An assessment of Website of a firm and partner or customer engagement
- A study of advertising campaigns- both off and online during Covid by a firm and its impact
- A survey of customer satisfaction among a community (target) for a firm
- A survey of retailer satisfaction for a firm
- A survey of distributor satisfaction for a firm
- Issues in last-mile delivery in COVID and lessons

Financial Management

- Impact on liquidity of firms due to COVID
- Recent bank merger and their copying mechanism during COVID
- Recent bank failures and limitations of regulatory authorities
- Stock Market crash and possibilities of revival

Human Resource (HR) Management

- A study of employee engagement practices in lock-down
- Compensation practices during lock-down and impact on morale of work force
- Contract labour issues during lock-down and lessons
- Future for Home to work
- Home to work and its impact on employment
- Technology and its impact on employment