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ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION

SUMMER INTERNSHIP PROJECT DIARY

Student Name: Harshal Pradip Supe.

Specialization: Business Analytics

Contact Details: 9325735880

Email Id: ZM21101@zealeducation.com **Batch 2021-23**

Project Guide Name (Internal Guide): R.M. Patil Sir.

Company Name: Exel R Solution

Company Guide Name (External Guide): Pravin Badgujar

OUR VISION

To be recognized as student centric institute through value based Quality Education.

OUR MISSION

1. Emerge as a Remarkable facilitator for improving employability quotient of young graduates through business management education which eventually contributes decisively to the sustainable economic growth.

BATCH 2021-23

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION
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INDEX

STUDENT PROFILE

BATCH-2021-23

Student Name	Harshal Pradip Supe
Specialization	Business Analytics
Mobile Number	9325735880
Email id	ZM21101@zeal education.com
Project title	B.A. Process For Smart Basket analysis

GUIDE PROFILE (EXTERNAL)

Guide Name	Mr. Pravin Badgujar
Company Name	Excel R solutions.
Designation	sales and project executive.
Mobile Number	8530703389
Email id	pravin.badgujar@excelr.com

GUIDE PROFILE (INTERNAL)

Guide Name	DR. R.M. Patil sir
Specialization	Business Analytics [MCA]
Mobile Number	9325735880
Email id	

SIP POLICY

After Every Semester as a part of compulsory exam each student shall assume a Summer Internship Project (SIP) for a at least of 8 weeks. For SIP, 1 credit is equal to minimum 40-45 hours of actual effort. SIP shall have 6 credits. It is compulsory for the student to seek progress written consent from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.

The SIP may or may not have a Practical Application, i.e. the student may take up a SIP in his/her planned zone of specialization or in any other practical area of management. Preferably the SIP should exhibit a cross-functional angle.

SIP can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace.

OBJECTIVES

- To generate cognizance amongst students about the two months Summer Internship Project.
- To familiarize MBA students with applied industrial familiarity that aims bonds the gap between bookish fact learned in class room to real corporate world.
- To support the students in getting S.I.P that are genuine and aids in reaching ultimate placements in blue chip companies.
- To make students assume research projects. Process The S.I.P process is a two months (60 days) action assumed to make students alert about the applied consequences of research methodology & it delivers an advantage to study applied visions about the working of corporates.
- To prepare plagiarism free SIP report from Students; with 15% plagiarism check & verify by College Guide using updated plagiarism check software at a time of Final submission.

AT THE INSTITUTE LEVEL

- The S.I.P training starts with firstly informing students about the S.I.P process via a presentation by the S.I.P coordinator and the TPO. This is done to inspire students to start projects in a blue chip Company.
- Parallel to this, a committee including of qualified academician on behalf of distinct specializations is formed so as to evaluate the authenticity of Job Description generated through TPO
- All the interested students' must register themselves for S.I.P as and when the vacancy is informed.
- Each student shall be provided with an opportunity to be a part of only one S.I.P.

AT THE INDUSTRY LEVEL

- Naturally, the process of S.I.P at Industry Level starts with selecting candidates (students') based on their resumes of the students.
- This may vary from company to company and may comprise Group Discussion and Personal Interview.

POLICY FOR SELF-SOURCE SIP

- Formal Request of Students through mail/Hand written application (Both)along with Job Description should be submitted to institute coordinator well in advance.
- Institute coordinator get it verify from S.I.P Approval Committee.
- Approval committee verify the company details.
- final decision on approval/Rejected by approval committee convey to respective students.

ROLE OF THE S.I.P APPROVAL COMMITTEE

The role of S.I.P Approval Committee is vital in assortment of the students in companies of repute. The Committee shall be provided details of Job Description (JD's) and accordingly shall accept the companies for students'.

The details of the same are as follows:

Sr.No	Responsible Committee Faculty
01.	Placement Coordinator-(TPO)
02.	Program Coordinator
03.	Director/HOD
04.	Alumni(s)
05.	IQAC Coordinator
06.	SIP Coordinator

Only after sanction from the committee regarding the company, the placement Manager shall forward the essential detail to the respective specialization students.

ROLE OF TRAINING & PLACEMENT OFFICER

The Training &Placement Officer shall start a rigorous task of support the Institute in providing S.I.P through reputed companies.

- In order to achieve this, the Training &Placement Officer shall undertake a screening process of approval of various Job Description for students by the S.I.P approval committee.
- After the approval from the committee, the students of respective specialization are learned about the vacancy and the details of job description and companies as such.
- The Training &Placement Officer is required to maintain the data of students details and the respective S.I.P placed in the form of a tracker that needs to be updated frequently.
- Students preferences to undertake S.I.P's shall be considered
- It is also important to note that students shall be provided with necessary stipend during S.I. P's and due consideration shall be given to students' devotion and inclinations.

ROLE OF S.I.P COORDINATOR

The S.I.P coordinator role is instrumental as a l Contact person between students of respective specialization, internal guides and the External Guide at the corporate level in short he is overall guide for student in this overall process.

- The SIP coordinator is required to create awareness about the process of S.I. P's.
- The S.I.P coordinator should keep track record of students getting internship and the Job Description approvals pertaining to respective industry requirement. The SIP coordinator is required to work in line with the placement manager for the same.
- Allot project guide to students based on their S.I.P interest area and specialization.
- Communicate with allotted internal project guide regarding students' performance & attendance.
- Collecting & Monitoring of weekly progress report.
- Scheduling of internal & external viva voce.

ROLE OF INTERNAL PROJECT GUIDE

- Internal project guide need to deliver direction to students about the topic of research project and maintain communication with allotted students on a regular basis.
- The internal project guide are compulsory to collect progress report from students on various parameters in required stipulated time & forward the same to S.I.P coordinator.
- The internal guide may undertake the S.I.P visit.

ROLE OF STUDENTS' IN S.I.P

Every student is expected to undertake the two months S.I.P with sincerity and dedication

- As per the T&P policy of the Institutes, preference for attaining S.I.P shall be given to firstly those students whose attendance is above 75% followed by remaining students'.
- Institute will undertake the process of searching S.I.P. However, in the interest of overall student's community, the Institute shall be deemed to provide one S.I.P per student. In this regard, it is to be noted that student shall be compulsory to be entirely prepared for the various round of selection and be well competent with conceptual knowledge. Every student is required to join the process of campus subject to the need of the company.

EVALUATION OF SIP

The Summer Internship Project shall be strictly evaluated on the grounds of its authenticity based on following schema of reference by SPPU;

Course Type	Credits	Nature	Comprehensive Concurrent Evaluation (CCE)	End Semester Evaluation (ESE) Marks	Total Marks
SIP	06	Project (Compulsory)	50	50	100

The Comprehensive Concurrent Evaluation (CCE) that is compulsory to be commenced at Institute level will include the following parameters:

Sr.no	Proposal Submission	Fortnightly Report Evaluation(5 marks for each of the 4 reports)	Final Report	Internal Project Viva
01	05	20	10	15

Every student is required to be evaluated on the basis of project assumed with the company. This is done by measuring a student on a continuous basis by internal project guide & company guide through Comprehensive Concurrent Evaluation (CCE) followed by the final viva voce through End Semester Evaluation (ESE). The learning outcomes of the SIP and utility of the SIP to the host organization must be exactly highlighted in the formal evaluation by the company guide. The SIP evaluation sheet duly signed and stamped by the industry guide shall be included in the final SIP report.

STRUCTURE OF THE S.I.P REPORT

The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and supported by –

- Institute's Certificate
- Certificate by the Company
- Formal feedback from the company guide
- Executive Summary
- Organization profile
- Outline of the problem/task undertaken
- References in appropriate referencing styles
- Relevant activity charts, tables, graphs, diagrams, AV material, etc.
- Learning of the student through the project
- Contribution to the host organization
- Research methodology & data analysis (in case of research projects only)
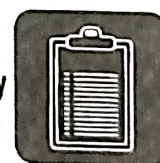
The conclusion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate Organization) shall also verify the SIP work. The students shall submit a spiral bound copy of the SIP report by the date prescribed by the university. The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks between the dates as prescribed by the University.

The Panel shall comprise of two evaluators appointed by the Director of the Institute / Head of Department (for MBA departments under engineering college). Institutes are fortified to involve senior alumni, industry experts, recruiters to conduct the internal viva voce.

SIP COURSE OUTCOMES

1. CO1

Student supposed to Do SWOT analysis of organization so that at the end of project learning outcome will be up to the mark.

2. CO2

Student should link theoretical knowledge learned in class room during their course to practical task assigned by organization effectively.

3. CO3

Company profile should build by Students including company past record, organizational hierarchy, management roles & responsibilities, also product are services offered by company.

4. CO4

Future scenario of Company, Industry & Sector should visualise by student by using keen observation, analytical study through reports, data.

5. CO5

Practical demonstration of soft skills like communication skills, Public speaking, group performance & team building will take place during the period of summer internship.

SIP PROCESS

STAGE 1

- Prospective S.I.P's are searched for students through Training and Placement Department
- Students are informed the vacancy &Job description of S.I.P offering company
- Student appears for Interview and final selection takes place

STAGE 2

- Formal in detail guide line given by Institute.
- SIP Joining letter provided by Institute.
- After finalization of S.I.P, each student will be given ONE internal guide & ONE external guide
- Each student need to select one topic for S.I.P while considering GD, after discussion with project guide.

STAGE 3

- Every student is required to submit a research proposal within the first week of S.I.P
- Each Student is required to submit 4 fortnightly report physically to Institute (every 15 days) based on the research work & practical learning.

- Regular Online meeting of Internal-weekly and external guide regarding student progress and learning.
- Company visit by Internal Guide.
- Issue SIP Diary from Institute/Department.

STAGE 4

- Feedback Sharing with internal &External guide.
- Rough Draft of Project and Internal viva based on report-Spiral binding (with external guide, industry expert, alumni)
- Collection of Company and Institute certificate
- Submit SIP Diary after completion of SIP work within stipulated time.
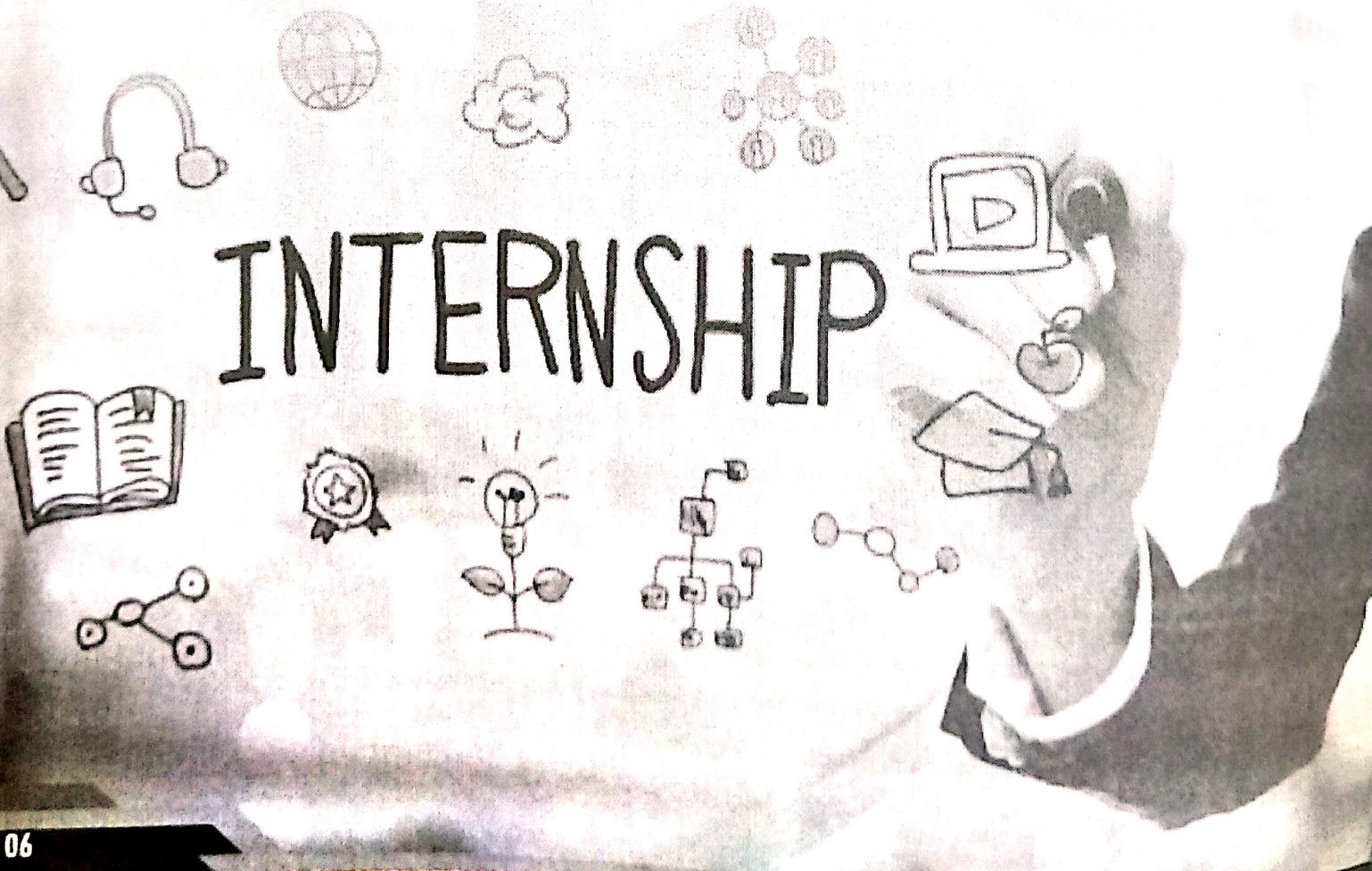
STAGE 5

- After correction from internal guide final Black Bound Hard Copy (3 copies) with One CD.
- Research paper writing based on SIP, to be publish in reputed, approved journal

STAGE 6

- SPPU External Viva Voce

INTERNSHIP

Name: Supe Harshal Pradip   Roll No: ZM 2110l

Class: MBA II   Div: ZIMCA (B)

Title of the Project: B.A. process For Smart Basket Analysis

DATE	TASK COMPLETED
10-09.22	Introduction to excel:- • version Indentification • Common use of Excel • Cell, Raw, Column • Formula BAR • Ribben
11-09-22	Holiday
12-09-22	Introduction to functions:- • what is Syntax • Shortcuts • Sum, average, Max • Min, product, CountA • Count IF
13-09-22	Anchoring data :- • Name manager • Name Range • v lookup • H lookup • Index • Index Max
14-09-2022	Data Handling • Conditional Formatting • Sort with advance. • Filtering • Validation
15-09-22	Data summerization • Pivot table • Slicers • Pivot charts • Calculated field
16-09-22	Power query • clearing data • extracting data • Transforming data • Imputation techniques
17-09-22	Introduction to automation • merging data From diffrent workbooks • Sample Macro. [Recording Macro, absolute Mode

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip

Roll No: ZM21101

Class: MBA II

Div: ZIMCA (B)

Title of the Project: BA process for smart Basket Analysis

DATE	TASK COMPLETED
18-09-22	Holiday
19-09-22	Introduction to Power B.I • Introduction to Power BI Desktop. • Getting data. • Name for Q and A
20-09-22	Modelling with Power. B.I :. • Introduction to modelling. • Cardinality and cross • Setup and manager relationships filtering
21-09-22	• Creating hierachy in the model • Default summarization and sort by creating calculated columns
22-09-22	Desktop Visualizations • Creating visuals • scatter and bubble c • Colour and Cond'n Formating. • Timeline slicers.
23-09-22	• Creating visuals, visuals, Page and reports, level filtering • Drill downlup, Constant lines, Tables, Matrix and table Conditional Formating
24-09-22	• map visulizations • creating visulizations • Managing and Arranging
25-09-22	Holiday.

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip   **Roll No:** ZM21101

Class: MBA II   **Div:** ZIMCA (B)

Title of the Project: B.R. process for smart Basket Analysis

DATE	TASK COMPLETED
26-09-22	DAX Expressions • Grouping and binning • Introduction to DAX • Bookmark • Important Dax used with application
27-09-22	• Create calculated columns and measures in B.I • Diffrence in applications. Questions on DAX and explantation
28-09-22	• Creating data dimensions in Power BI • Using calender functions and its Importance
29-09-22	Publishing and sharing • Sharing option • Publish reports to web • Publish from B.I desktop
30-09-22	• Sharing reports and dash Boards • workspaces APPs
01-10-22	• Sharing options • PDF's and exports • Printing • Gateways
02-10-22	Holiday
03-10-22	• Row level security Exporting data From visualization • Refreshing database. understand data

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip

Roll No: ZM21101

Class: MBA II

Div: ZIMCA (B)

Title of the Project: Tableau

DATE	TASK COMPLETED
04-10-22	Introduction of Tableau • what is data • visulization Basic • Diffrent tools • Diffrent Products
05-10-22	• Download and installation • Connecting to static files, My sql
06-10-22	Data plane window • live vs Extract • Data source window • Navigating to work sheet
07-10-22	• Data plane • measures • Dimensions • Analytics Pane
08-10-22	• Auto generated fields • Data visualization window operations
09-10-22	Holiday.
10-10-22	Groups and sets • Hierachy • sets • Grouping • Parameter filters
11-10-22	Filters • Dual axis • Blended axis • Dimensions filters

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

DAILY REPORT AND WEEKLY REVIEW
WEEK-5

Name: Supe Harshal pradip

Roll No: ZM21101

Class: MBA II

Div: ZIMCA (B)

Title of the Project: B.A. process For smart Basket Analysis

DATE	TASK COMPLETED
12-10-22	• Measure filters • Data filters • Cascading filters • Contex filters
13-10-22	• Quick table Calculated Fields Calculation • Function.
14-10-22	• Introduction to Calculated fields. • string Calculated fields • Number calculated fields • data calculated fields
15-10-22	Data Blending and Join • Mixing up to all calculated fields • Conditional Formating in Tableau
16-10-22	— Holiday
17-10-22	• Data Blending • Data Joins • unions • Relationship.
18-10-22	• Basis charts and cases • Introduction to show me. • Development of Built charts in Tableau
19-10-22	I] Donut II] water Fall III] Bump

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip   Roll No: ZM2110l

Class: MBA II   Div: ZIMCA (B)

Title of the Project: BA process For Smart Basket analysis

DATE	TASK COMPLETED
20-10-22	• Barometer • ButterFly • ButterFly Meter • Basic Funnel
21-10-22	• Advanced Funnel • Animated chart. • word cloud • Gatt Bar
22-10-22	• Forecasting • Introduction to the Dashboards • story board interfaces, LoD's
23-10-22	Holiday
24-10-22	Holiday [Diwali]
25-10-22	Holiday [Diwali]
26-10-22	Holiday
27-10-22	• Basic dashBoards • Action Filters on Dashboard.

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip   Roll No: ZM2110l

Class: MBA II   Div: ZIMCA (B)

Title of the Project: B.A process for smart Basket analysis

DATE	TASK COMPLETED
28-10-22	Statistics • Data Types • Measures of Central tendency • Measures of dispresion
29-10-22	• Graphical Technique • Box Point
30-10-22	— Holiday.
31-10-22	• Random variable * Probability and Distribution. i] Normal distribution ii] Binomial Distribution
01-11-22	• SMD • Sampling Funies • Central limit theorem
02-11-22	• Confidences Interval • Introduction to hypothesis testing.
03-11-22	• Anova and chi square test, Data cleaning, • Imputation Techniques (Mean/Median)
04-11-22	• Scatter Diagram • Correlation Analysis

Pradip

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Name: Supe Harshal pradip

Roll No: ZM21101

Div: ZIMCA (B)

Class: MBA (II)

Title of the Project: B.A process for smart Basket analysis

DATE	TASK COMPLETED
05-11-22	TOPIC Name:- B.A. Process For smart Basket Analysis.
06-11-22	Holiday
07-11-22	• Define your Business Requirements • Extract the data From diFF sources like Kagal
08-11-22	• Analyse the data using various tools, and technique ex ① Power. BI ② Tableau
09-11-22	• Understand the Pattern and predict the Future outcomes of process of Basket analysis
10-11-22	• Indentify the best Possible soluction which really helps to solve the problem of Basket analysis.
11-11-2022	• Making decision Stratergy and Parrallelly Measures the outcomes.
12-11-22	update the System with the outcomes of the decision.

Sign and Remarks by Guide
(External)

Sign and Remarks by Guide
(Internal)

Minutes of Meeting with External Guide   Date : 10-09-2022

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Induction and Training Program I] vision iI] Mission iiI] Goals iv] SWOT	Explain All these things with The help of PPt and Company web side	
2.	Code of Conduct of inters		

‎Boule

Signature of Student

Badgujar

Signature of External Guide

Minutes of Meeting with External Guide

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Training oD. Advance Excel and How to import Data From diffrent source like PdF in To excel File and solve query	Introduction To excel DashBoard and explain one example with proper query	

‎Boule

Signature of Student

Badgujar

Signature of External Guide

Minutes of Meeting with External Guide   Date : 22-09-22

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Introduction to Power B.I		
	i] Getting data	face to	
	ii] Name Q and A	face Traning given	
	iii] Direct Query|		
	Import data		

Ppole   Badgujar

Signature of Student   **Signature of External Guide**

Minutes of Meeting with External Guide

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	How to share reports and dash boards	Shows one	
	i] Printing	Dash board	
	ii] PDf's	To understand the outlines	
	iii] ppt		

Ppole   Badgujar

Signature of Student   **Signature of External Guide**

Minutes of Meeting with External Guide   Date : 13-10-22

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Work on Tableau i] Connect to static Files		
	ii] Navigating to work sheet	Explain How to use a right	
	iii) Blended axis	Filter and How to change	
	iv] Filters	one according to other.	

PSupe

Signature of Student

Badgujar

Signature of External Guide

Minutes of Meeting with External Guide

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Interpretation of data in the following chart	Explained when and how to use	
	i] Do nut	a proper chart for	
	ii] Butterfly	particular	
	iii] Funnel	data	
	iv] Gantt Bar v] world cloud		

PSupe

Signature of Student

Badgujar

Signature of External Guide

Minutes of Meeting with External Guide

Date : 09-11-2022

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1.	Our guide explain what type of skills Business Analyst should have:-	Explaned all Skills with day to day life	We Traning to adopt all these skills with
	I] Communication		
	II] problem solving	examples also gives	Very positive attitude
	III] Decision Making		
	iv] Analytical skill	Some hypothesis example	

Signature of Student

Signature of External Guide

Minutes of Meeting with External Guide

Sr. No.	Topic/Point Discussed	Direction Given	Work Done
1	Some Presentation Skills		
	i] use voice modulation	Explaned all skills	I present one dashboard
	ii] Avoide Information overdose	with some Example	InFront of Guide. by
	iii) Make it intlactive	and Make plan	Following
	iv) Smile and eye contoxt	of action	the skills
	v) practice	To impliment	which are
	vi) Body language		explaned

Minutes of Meeting with Alumni   Date :

Sr. No.	Topic/Point Discussed	Direction Given	Work Done

Signature of Student

Signature of Alumni

Name :_____

Batch :_____

Minutes of Meeting with Industry Expert   Date :

Sr. No.	Topic/Point Discussed	Direction Given	Work Done

Signature of Student

Signature of Industry Expert

Name :_____

Batch :_____

RESEARCH PROPOSAL

A PROJECT ON
'TITLE"

AT
COMPANY NAME

MASTER IN BUSINESS ADMINISTRATION

SUBMITTED BY
STUDENT NAME
(2021-22)

UNDER THE GUIDANCE OF
FACULTY GUIDE NAME

INSTITUTE LOGO

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INSTITUTE NAME

....

....

1.0 Preamble/Company Profile:

. Mention in brief about company profile

2.0 Study Objectives:

. Mention the objectives of study precisely

3.0 Scope of Work:

. Mention the scope of work (Sampling frame-who are the respondents)

4.0 Proposed Research Methodology:

- Type of Research
- Data Collection

Sampling

- Sampling Unit
- Sampling Method
- Sample Size
- Research Instrument

5.0 Tentative Data Analysis & Interpretation

6.0 Report Writing and Presentation

Name of the Student   **Name of Faculty Guide**

STRUCTURE OF THE S.I.P REPORT

The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and supported by –

1. Front Page (Colour page of specimen A attached below)
2. Institute's Certificate (1 page)
3. Certificate by the Company (1 page)
4. Acknowledgement
5. Declaration
6. Formal feedback from the company guide (1 page)
7. INDEX
8. Executive Summary (3-5 pages)
9. Introduction
10. Industry profile (5 pages)
11. Organization profile (5 pages)
12. Objectives
13. Outline of the problem/task undertaken (1-2 pages)
14. Theoretical Background
15. Research methodology Type of Research (3-4 pages)
    *   Research Objective
    *   Type of research
    *   Data Collection
    Sampling
    *   Sampling Population
    *   Sampling Unit
    *   Sampling Method
    *   Sample Size
    *   Research Instrument-Questionnaire/Schedule (In case of Primary research only)
16. Data analysis (in case of research projects only)
    *   Statement of questionnaire
    *   Table
    *   Graph
    *   Interpretation

(Use Relevant activity charts, tables, graphs, diagrams, AV material, etc. wherever required with specific Table No & Title to figures)

17. Findings
18. Limitation of study
19. Conclusion
20. Suggestion
21. Learning of the student through the project
22. Contribution to the host organization
23. References in appropriate referencing styles (APA,MLA)
    *   Bibliography (Cite appropriate reference books etc from syllabus copy and not local publication)
    *   Webliography(Cite appropriate websites, research papers through EBSCO database
24. Annexures (questionnaire, interview schedule used)

Please use Times New Roman Font- 12 throughout except for headings. The final project report shall be presented in accordance with the following specifications:

a)   Paper used for printing shall be A4 size.

b)   Printing shall be in standardised form on both sides of the paper and in 1.5 line spacing.

c)   A margin of 1.5 inches shall be left hand size

d)   The title of the project, name of the candidate, degree, name of the internal faculty guide, place of research (Pune) and month & year of submission shall be printed on the title page and the front cover.

e)   The hard bound cover of the project shall be of black colour. Spine of the binding (side cover) should mention ' Project' on the top, name of the candidate and month and year. The specification in shown in APPENDIX-A

f)   Use font-Times New Roman, Font size-12.

g)   For Headings use font-Times New Roman, Font size-14 with bold.

h)   Footer. Insert page numbers.

i)   Ensure writing the project in third person singular

Example:1

Wrong Sentence:

I learnt to communicate professionally with the clients.

Correct Sentence:

Professional communication with the clients was learnt.

Example: 2

Wrong Sentence:

I visited 20 companies from IT sector.

Correct Sentence:

20 companies from IT sector were visited by the researcher.

APPENDIX-A: Cover page for Project Report

"Write here title of the thesis in all upper case (capital letters) with a centre alignment. Place this title on the upper central part of the cover with sufficient margin from top of both sides. Use font size suitable to the length of the title"

RESEARCH PROPOSAL

A PROJECT ON
'TITLE'

AT
COMPANY NAME

MASTER IN BUSINESS ADMINISTRATION

SUBMITTED BY
STUDENT NAME
(2021-22)

UNDER THE GUIDANCE OF
FACULTY GUIDE NAME

INSTITUTE LOGO

ZEAL
INSTITUTES

INSTITUTE NAME

TOOLS USED

TABLEAU

Tableau is a powerful data visualization tool used in the Business Intelligence Industry. Simplifying raw data in understandable format is possible with tableau. Tableau is one of the leading and widely used BI tools in the industry. Tableau helps teams to organize, visualize, and analyse data to drive better results. It helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analysing data to help in business decisions.
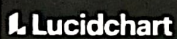
Tableau dashboard has an intuitive dashboard with self-explaining wizards, allowing non-technical users to create visualization easily. Dimensions, charts are simple drag and drop on drawing space to perform analysis.
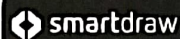
DIAGRAMMING TOOLS

Visual data tends to make conceptsmuch easier to understand.

Diagramming tools can be used to make diagrams in a very less time period. Non-technical users can also create diagrams with the help of diagramming tools. Diagrams allow you to visualize concepts that are otherwise difficult to understand and enable multiple people to collaborate on one project at once. Users just need to choose a diagram template and provide input information,these tools will do the rest, aligning every element of your diagram automatically and applying professional design themes. Diagrams, charts, and graphs are illustrative representations of data and information and diagramming tools do it so well.

Below are listed some of the examples of diagramming tools:

Lucidchart	SmartDraw	Gliffy	ConceptDraw DIAGRAM

STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES – SPSS

SPSS is software for editing and analysing all sorts of data.The IBM SPSS, software platform offers advanced statistical analysis. SPSS is popular among its users due to its ease of use, flexibility and scalability. SPSS is suitable for projects of all sizes and levels of complexity, and helps the organization to find new opportunities and improve efficiency. This tool can be used by researchers, healthcare, survey companies, marketing organizations etc.

It supports below file formats:

Spreadsheets from MS Excel or office	Plain text files (.txt or .csv)	Relational (SQL) databases	Stata and SAS

GRAMMARLY

Grammar is an essential part of the English language and it is used in all professions. Grammarly platform is well known for its usefulness to the users who want to prepare a well document. Gramerly applications help its users to check grammar from the document. It also helps users to check with syntax, style and punctuation errors from the documents. It also allows users to customize their style, tone, and context-specific language. Grammar checkers typically make use of natural language processing and grammatical rules to identify mistakes and other language errors. At present many word processors also include this as an additional feature. There are plenty of online tools which support users for the same. Some of them are as listed below:

- QuillBot: https://quillbot.com/grammar-check
- Writer: https://writer.com/grammar-checker/
- GrammerCheck: https://www.grammarcheck.net/editor/
- Grammarly : https://www.grammarly.com/grammar-check

- Please evaluate the student on 1-5 scale on the following characteristics as observed by you. (Tick in the appropriate space)
- The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism.

Performance characteristics 1	Very poor2	Poor3	Satisfactory4	Good5	Excellent
Attitude & Willingness				✓	
Obedience & Attentiveness				✓	
Level of interest shown for work assigned					✓
Discipline, Self-control & Behavior					✓
Result / performance orientation					✓
Application of knowledge				✓	
Overall Internship performance					✓
Punctuality & Time Management				✓	4
Work Effectiveness & overall professionalism				✓	
Goal oriented approach					✓

Remarks and Suggestions by Company Guide:

Signature & Company Seal

Date : 06/012/2022

Performance characteristics 1	Very poor2	Poor3	Satisfactory4	Good5	Excellent
Attitude & Willingness					
Obedience & Attentiveness					
Level of interest shown for work assigned					
Discipline, Self-control & Behavior					
Result / performance orientation					
Application of knowledge					
Overall Internship performance					
Punctuality & Time Management					
Work Effectiveness & overall professionalism					
Goal oriented approach					

Remarks and Suggestions by Internal Guide:

Signature   Date :

PLAGIARISM METER

Sr.No.	Date	Particulars (Research proposal/SIP report)	Plagiarism %	Guide Signature	Student Sign

LEARNING OUTCOMES:

ACHIEVEMENTS

MOOC'S ATTENDED (MASSIVE OPEN ONLINE COURSES)
Name of Course-1(On Research Methodology):
Name of Course-2(On Domain knowledge):
Name of Course-3(Business communication):
Others (if any)

LETTER FROM GUIDE

This is to Certify that the work incorporated in the SIP report "_____

_____." Submitted by _____

was carried out by the candidate under my guidance. Such material as has been obtained from other

sources has been duly acknowledged in this thesis.

Please issue Institute's Certificate to him/her.

Date:

Sign of Guide (Internal)

NOTES

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The quality of student reports/dissertation will be measured in terms of:

- Very clear and concise objectives
- Very clear methodology, articulated using technical terms indicating all steps and tools
- Cites substantial current and good quality literature
- Clarity in research methodology
- Benchmarks used / Assumptions made
- Interpretation of results and justification thereof and validity of the results presented.
- Overall presentation of the report

The Summer Internship Projects are classified as field survey, field study, application, product, research, review etc. The factors to be considered for the entire Project study are:

- Environment
- Safety
- Ethics
- Cost
- Standards and,
- Mapping with program outcomes and program specific outcomes
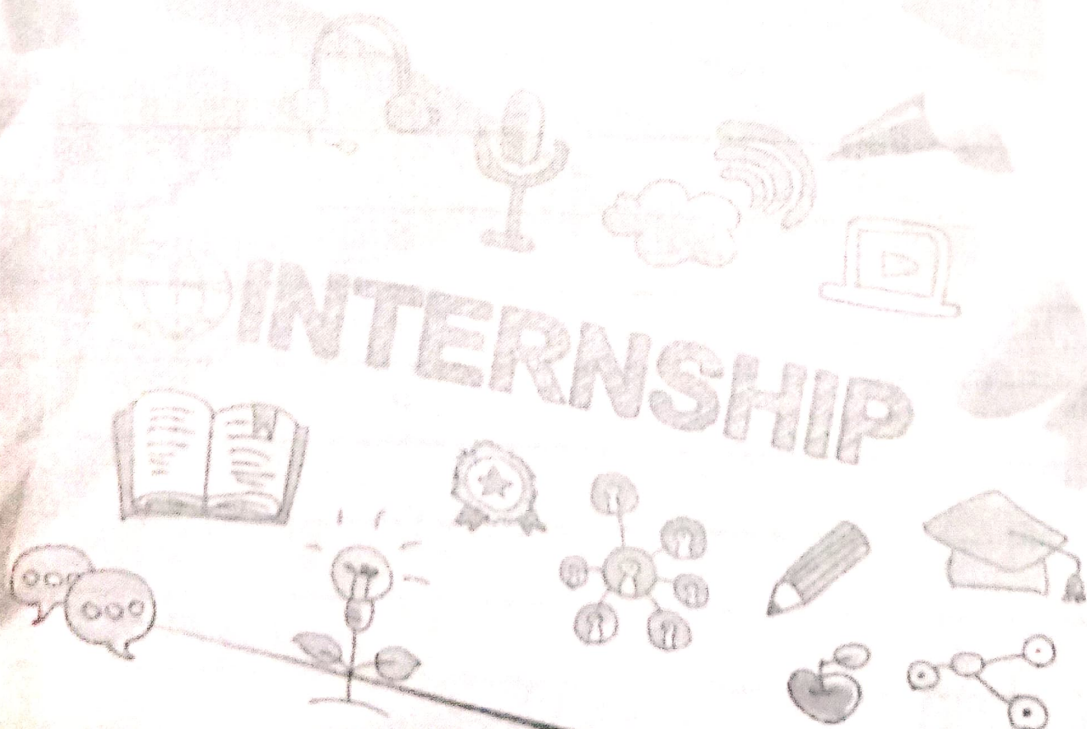
PROGRAMME OUTCOMES (POS)

Programme Outcomes POs : At The End Of The MBA Program The Learner Will Possess The

1. **Generic And Domain Knowledge** - Ability To Articulate, Illustrate, Analyse, Synthesize And Apply The Knowledge Of Principles And Frameworks Of Management And Allied Domains To The Solutions Of Real-world Complex Business Issues.

2. **Problem Solving & Innovation** - Ability To Identify,formulate And Provide Innovative Solution Frameworksto Real World Complex Business And Social Problems By Systematically Applying Modern Quantitative And Qualitativeproblem Solvingtools And Techniques.

3. **Critical Thinking** - Ability To Conduct Investigation Ofmultidimensional Business Problems Using Research Basedknowledge And Research Methods To Arrive At Data Driven Decisions

4. **Effective Communication** - Ability To Effectively Communicate In Cross-cultural Settings,In Technology Mediated Environments, Especially In The Business Context And With Society At Large

5. **Leadership And Team Work** - Ability To Collaboratein An Organizational Context And Across Organizational Boundaries And Lead Themselves and Others In The Achievement Of Organizational Goals And Optimize Outcomes For All Stakeholders.

6. **Global Orientation And Cross-** Cultural Appreciation: Ability To Approach Any Relevant Business Issues From A Global Perspective And Exhibit An Appreciation Of Cross Cultural Aspects Of Business And Management.

7. **Entrepreneurship** - Ability To Identify Entrepreneurial Opportunitiesand Leverage Managerial & Leadership Skills For Founding, Leading & ManagingStart-ups As Well As Professionalizing and Growing Family Businesses.

8. **Environment And Sustainability** - Ability To Demonstrate Knowledge Of And Need for Sustainable Development And Assess The Impact Of Managerial Decisions And Business Priorities On The Societal, Economic And Environmental Aspects.

9. **Social Responsiveness And Ethics** - Ability To Exhibit A Broad Appreciation Of The Ethical And Value Underpinnings Of Managerial Choices In A Political, Cross-cultural, Globalized, Digitized,socio-economic Environment And Distinguish Between Ethical And Unethical Behaviours &Actwith Integrity.

10. **Lifelong Learning** – Ability To Operate Independently In New Environment, Acquire New Knowledge And Skills And Assimilate Them Into The Internalized KnowledgeAnd Skills.

ZEAL CENTRAL PLACEMENT CELL

Zeal Knowledge Center	**Spacious Auditorium (Pre-Placement Talk)**
Internet Facility Center	**Group Discussion Room**
Dedicated Personal Interview Cabins	**Conference Room**

1000+ Students Registered

16.2 LPA Highest Package (Global)

350+ Companies visited

14.2 LPA Highest Package (National)

1000+ Placement Offers

4.5 LPA Average Package

Our Prominent Recruiters

TATA CONSULTANCY SERVICES · Infosys · LTI Let's Solve · Angular Minds · Enzigma · SANKEY SOLUTIONS · IBM · AtoS Syntel

bitwise · ZenSar TECHNOLOGIES · SUTHERLAND · Mphasis · ALOHA TECHNOLOGY · amazon · bmc · fiserv.

coditas · RAAMGROUP · ETERNUS SOLUTIONS · naaptol Delivering Happiness · ZENSOFT SERVICES · niseva · toppr · XORIANT

VISHAY. · JCB · FIS · amdocs · equations work · Capgemini · Sheetal · HDFC BANK We understand your world

NeoSOFT TECHNOLOGIES · KPIT · wipro · accenture · Mahindra CIE · TAKSHI AUTO COMPONENTS PVT LTD · Allscripts · infostretch

asianpaints · Justdial · AXIS BANK · Indiamart · Edelweiss · eClerx · Synechron · Reliance digital