



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration /
Bachelor of Business Administration (Honours /Honours with Research) /
Master of Business Administration (Integrated)

Level: UG

Course / Subject Code: BB05001091

Course / Subject Name : Industry Internship Project

Gujarat Technological University

(Accredited with A+ Grade by NAAC)



Handbook

of

**Industry Internship Project
for**

**Bachelor of Business Administration /
Bachelor of Business Administration (Honours /Honours with
Research) / Master of Business Administration (Integrated)**

(Applicable from Academic Year 2026-27 onwards)



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GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

Bachelor of Business Administration / Bachelor of Business Administration (Honours /Honours with Research) / Master of Business Administration (Integrated) Guidelines For Industry Internship Project (IIP)

1. INTRODUCTION:

The students will have to undergo industry training for **four to five weeks (as per the schedule announced by the university)** after the completion of the fourth semester and need to submit an **“Industry Internship Project Report”** by the end of training.

The Industry Internship Project (IIP) is an integral part of the academic curriculum of BBA. For the successful completion of the BBA program, students are required to undergo IIP as per the prescribed format and duration. Students are required to work with an organization to gain hands-on experience during the semester gap between semester 4 and 5. The students may carry their IIP training at the organization located within the geographical boundary of Gujarat/India/Foreign Country.

2. OBJECTIVES:

- IIP aims to broaden the student's perspective by providing exposure to real-life organizational environment and its various functional activities.
- This will allow the students to delve into an industry/organization, cultivate a relationship with a potential employer, or refine their skills in a familiar environment.
- IIP also provides students with invaluable knowledge and networking experience. During the internship, the student has the chance to put whatever he/she learned in the previous semesters of BBA into practice while working on a business plan or trying out a new industry, job function or organization.
- The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed in the previous semesters at the institute. The industry interns also serve as unofficial spokespersons for the organization and help with image building on campus.
- Some ideal projects for industry internships include export-import, strategy formulation,



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business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, and so on. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the organizations where the student has to undergo internship. In some cases, even field work can also become an integral part of IIP. Students can work in NGOs or MSME also to gain the industrial exposure.

- An additional benefit that organizations may reap is the unique opportunity to evaluate the student from a long-term perspective. Thus, the IIP can serve as a gateway for the student's final placement.
- The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also conduct themselves in an ethical and honest manner.

3. WHAT IS TO BE DONE?

- The student has to undertake project individually. Joint Projects are not allowed in any case. Each individual student must submit the IIP Report separately.
- The university encourages IIP campus placement offers by organizations recruiting IIP trainees from the institute. Thus, there shall be no limit on the number of students who can be allowed from one institute to undertake the IIP in one organization. The title and objectives should be different.
- The IIP process entails working under the mentorship of an executive of the concerned organization, as well as with a faculty member of the institute where the student is studying. The student is expected to first understand the organization, its setting, and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the departments of the organization and carry out the work assigned by the industry mentor. It is also expected that the students should apply the theoretical concepts learned during the previous semester and closely work with each organizational function. If the industry mentor/organization permits then students may work on any of the problem areas of the organization/industry at large.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. Students may submit a hard copy or a soft copy of the report to the organization as per their requirements. The student should also obtain a certificate from the organization where the IIP was done and attach the same with the copy submitted to the institute. A hard copy submission is compulsory at the institute. **(The sample format of the certificate is attached in Annexure II.)**
- The university will arrange the external viva - voce for IIP. The student is expected to make a



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15- to 20-minute presentation before the examiner regarding the IIP project work undertaken, which will be followed by questions by the examiner.

- **Plagiarism of IIP report should be up to 30%.**

4. CRITERIA FOR EVALUATION OF IIP

The total marks for the IIP project will be 200, and it carries 4 credits. The marks will be awarded in proportion to 70:30 by external and internal examiners, respectively.

Internal Viva: The institute has to conduct internal viva at the institute level, where the internal faculty guide/examiner will give marks out of 60 to each student appearing for the viva.

External Viva: An external examiner shall be appointed by Gujarat Technological University. He/ She will give marks out of 140 on the basis of the parameters given in Annexure I.

The external examiner shall have to give his/her comments to each student immediately during or after the student's viva is over and before the next student's viva commences. The comments should reflect each student's contribution and performance, as well as the overall project's quality and significance. The reports should not be given back to the students; they should be handed to the institute. The IIP coordinator shall then ensure that the scanned copies of the external examiner certificate of each student are incorporated into the soft copy of the IIP report immediately after the student's declaration and before the plagiarism report.

After the viva, the external examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GTU by himself/herself before leaving the exam center.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of IIP?	The duration of IIP is 4-5 weeks. In any case it should not be less than 4 weeks.
2	How many students are allowed in one company/organization?	There is no limit on the number of students from one institute undertaking the IIP in one organization. The possibility of genuine and quality project work should be explored by the institute though.



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3	Is joint project allowed in IIP?	No, joint project is not allowed in IIP. If more than one student from the same institute has taken training in the same organization then they should ensure that their projects are exclusive, distinct and genuine. If students have done joint project, then both the students will be declared failed and have to appear in IIP viva as remedial students.
4	Is it required to study Functional Departments of the Organization / Company?	Yes, it is compulsory for all the students to study functional departments of the company / organization and put the details of the same into IIP report.
5	What are the credits and marks of IIP?	IIP carries 4 credits and of 200 marks
6	Is it compulsory for student to work under the guidance of internal (institute) faculty as well as industry mentor?	Yes, it is compulsory for each institute to allocate internal faculty to each student. The internal faculty will act as an internal guide for IIP. Moreover, it is required to work under the industry mentor at the organization/company.
7	What is the proportion of internal and external marks in IIP?	The proportion is 30:70. Out of total marks of 200 the internal examiner has to give marks out of 60 and the external examiner has to give marks out of 140.
8	Is it compulsory for the institutes to organize internal viva at institute before university IIP viva?	Yes, it is mandatory for all the institutes to organize internal viva for their students. The internal evaluation carries 60 marks. Internal viva must be conducted before the university external viva so students may make corrections (if any) as per the suggestions by the internal guide/examiner.
9	Is it required to attach company certificate in the project report?	Yes, it is compulsory for all the students to attach company certificate in the project report. The company certificate must consist the duration for which the student has taken training in the organization. (starting date and ending date)
10	Is it required to attach institute certificate in the project report?	Yes, it is required for all the students to attach institute certificate in the project report. The institute certificate must be signed by faculty guide and counter signed by Principal/Director of the institute.



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11	How much plagiarism/similarity is allowed in the IIP report?	Maximum 30% plagiarism is allowed in the IIP reports.
12	If plagiarism is above 30%, what should be done?	If plagiarism is above 30% then said report should be revised for IIP viva. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above the mentioned limit, re-work should be given to student. Such students are not allowed to appear in the external viva examination of IIP.
13	Is it compulsory to attach plagiarism report?	Yes, it is compulsory for all the students to attach plagiarism report in the SIP report.
14	Which plagiarism software should be used?	The licensed software must be used to check plagiarism. Open source and free software are not allowed. If university is providing licensed software to institute, it is compulsory for all institutes to use the same software to check the plagiarism otherwise institute has to use any licensed plagiarism software.
15	What is the passing criteria in IIP?	The passing criteria of IIP is same like other subjects of BBA program.
16	How many copies of project report are required to submit?	It is compulsory for each student to bring one hard copy (spiral binding) of project at the time of university IIP viva. The submission of project report is required as under. For Institute: One Soft and Hard Copy For Student: One Hard copy (compulsory requirement) The same hard copy of project has to bring during external viva (if there are no revisions). For Company/Organization: Soft /Hard Copy (as per requirement of company)



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Annexure I

6. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

- i) Study of Industry:** Clear understanding and study of Industry at National and International level in which company/organization is working has to be studied by students with factual data
- ii) Study of Company/Organization:** Students have to study the basic details of the company and its, products/services, history of business, performance of the company, Market share, organizational structure, etc.
- iii) Study of Functional Departments:** Students have to study the functional departments, structure, etc. and detailed understanding of the organization/unit/field.
- iv) Study of the Competitors:** Clear understanding of the competitors and their business
- v) SWOT Analysis:** Students must carry out the SWOT Analysis of Industry and Company.
- vi) Conclusion:** Students have to conclude the performance of the company its future plan as a part of the conclusion. If allowed by the industry mentors, students may work on any managerial problem of the organization.
- vii) Contribution and learning from the project:** Details of the contribution of the study, the benefits to the organization, the learning from the internship for the student, etc.
- viii) Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organizations.
- ix) Formatting and Presentation:** Presentation of the report, format of the report, flow of the report, style, language, etc. are provided at annexures.
- x) Performance during VIVA:** Active participation in the internship, style of presentation, Performance in the question answer session, time management, language, etc.



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Annexure II

7. FORMAT FOR REPORT SUBMISSION:

< First Page/Title Page >
Industry Internship Project Report
On
'<Title of Project>'
At
<Name of Company / Organization>

Submitted to
Institute Code: 123
Institute Name: (In Full)

Under the Guidance of
Name of Faculty
(Designation)

In partial Fulfilment of the Requirement of the award of the degree of
Bachelor of Business Administration /
Bachelor of Business Administration (Honours /Honours with Research) /
Master of Business Administration (Integrated)
Offered By
Gujarat Technological University
Ahmedabad

Prepared by:
<Name of Student>
< Enrolment No.>
Program Name (Semester - V)
Month & Year:
<Month Year>



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<Second Page>

Date: __/__/

Company / Organization Certificate<on Company's Letterhead >

To whomsoever it may concern

This is to certify that <Name of Student (Enrolment No.)> of <Name of Institute (Institute Code) > has successfully completed Industry Internship Project Report titled "... .." at <Name of Company with location > during <From to> . The performance of the student during internship is <Satisfactory/Not Satisfactory>.

Stamp and Signature of Head



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Student's Declaration

(On separate page)

I hereby declare that the **Industry Internship Project Report** titled “_____ carried out at <Name of the Company / Organization> is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include ‘Fail’ in examination or any other punishment that university may decide.

Enrollment no.	Name	Signature

Place:

Date:



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Plagiarism Report (Digital Receipt & Similarity Percentage Page)



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Date: __/__/__

Institute Certificate<on Institute's Letterhead>

[Please attach signed copy of this certificate in the report]

“This is to Certify that this **Industry Internship Project Report** Titled “.....” is the bonafide work of **<Name of Student (Enrolment No.)>**, who has carried out his / her project at **<Name of Organization/Company>**. We also certify further, that he/she has carried out project under the supervision of allotted guide and to the best of knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. The plagiarism is also checked and it is reported as % and which is under the limit of 30%. The separate plagiarism report in the form of html /pdf file is enclosed with this.

Rating of Project Report [A/B/C/D/E]: _____
(A=Excellent; B=Good; C=Average; D=Poor; E=Worst) (By Faculty Guide)

Signature of the Faculty Guide/s
(Name and Designation of Guide/s)

Signature of Principal/Director with Stamp of Institute (Name of Principal / Director)



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PREFACE (SEPARATE PAGE)

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FULL REPORT



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Annexure III

8. FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1 inch to all sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: two hard copies (Student has to bring two hard copies at the time of External IIP viva and take back one hard copy of report, once the viva- voce is over.)
- The WORD file may be converted to pdf format for online submission.



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Annexure IV

9. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the IIP as an important project for BBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

ROLE OF IIP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members.
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of IIP.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring IIP progress report of students on regular basis.
- Taking regular feedback from Industry/company Mentor regarding the progress and involvement of the student during IIP
- Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.

ROLE OF STUDENTS:

- Preparing the Project as per guidance from institute faculty guide and company/industry mentor (if any) and submit the same with in time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in IIP Handbook.

ALL THE BEST