

Army Institute of Management, Kolkata

Summer Project Guidelines

1. Each student of the MBA will be required to submit a Project Report based on work done in an industry of repute.
2. Project work will be carried out under the joint supervision of two Guides. One of them will be from the work place and the other from among the Faculty Members of the Institute.
3. The subject matter of the Project Work will be finalized by the student in consultation with the respective internal guide. Every student should be in continuous touch with his/her internal guide during the project work.

| Area | Internal Guide | E-mail |
|----------------|-----------------------|---|
| Marketing | Mr. A K Pani | akpani@rediffmail.com |
| | Dr. M Majumdar | malini_majumdar@hotmail.com |
| | Mr. P Basu | protik.basu@aim.ac.in |
| Finance | Mr. K Guhathakurata | kousikg@gmail.com kousik.guhathkurta@aim.ac.in |
| | Mr. S N Bhattacharya | sn.bhattacharya@aim.ac.in |
| | Ms. M Bhattacharya | mousumi.ma@gmail.com |
| Human Resource | Dr. K K Chaudhuri | kkchaudhuri2001@yahoo.co.in |
| | Ms. P A Alam | ahmedparveen2003@yahoo.co.in |
| | Ms. M Karmakar | mkarmakar4@gmail.com |

4. The Project Report should be prepared according to the outline given below:

- Ø Title Page
- Ø Contents
- Ø Certificate from Guides
- Ø Acknowledgements
- Ø Executive Summary
- Ø Chapter I : The Company
 - 1.1 Company Profile
- Ø Chapter II : The Project
 - 2.1 Purpose & Scope of study
 - 2.2 Methodology
- Ø Chapter III : Collection & Analysis of data
 - 3.1 Data Collection
 - 3.2 Data Analysis
- Ø Chapter IV : Findings & Recommendations
 - 4.1 Conclusion
 - 4.2 Constraints & Limitations
 - 4.3 Recommendations
- Ø Appendices & Annexure
- Ø Bibliography

◆ **Format for Cover page of the report submitted to the Institute**

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| <p style="text-align: center;">West Bengal University of Technology</p> <p style="text-align: center;">Summer Project Report</p> <p style="text-align: center;"><Title of the Project></p> <p style="text-align: center;">At <Name of organization></p> <p style="text-align: center;">By <Your name></p> <p style="text-align: center;">WBUT Regn No:_____ of _____</p> <p style="text-align: center;">WBUT Roll No:_____</p> <p style="text-align: center;">Army Institute of Management Kolkata</p> |
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◆ **Format for Certificate from project guides**

| | | |
|---|------------------------|--|
| <u>GUIDANCE-cum-COMPLETION CERTIFICATE</u> | | |
| <p>This is to certify that Mr./Ms. <your name>, WBUT Regn. No _____ of _____, WBUT Roll No _____, has undertaken the project titled “_____” under our guidance from <project commencement date> to <project finishing date> at <name of the organization where project done> and has completed the said project successfully.</p> | | |
| <table border="1"><tr><td style="text-align: center;">Organization's Seal</td></tr></table> | Organization's Seal | <p>External Guide's Full Signature Designation</p> <p>Internal Guide's Full Signature</p> |
| Organization's Seal | | |

5. Two printed copies and one soft copy in .pdf format, of the project report, should be submitted to the Academic office of the Institute and one printed copy should be submitted to the organization where the project work is undertaken.
6. The printed copy of the Project Report must bear the Guidance Certificate duly signed by both the Guides (Internal & External). The signature of the External guide should be supported by the relevant seal of the organization.
7. The Project Report will be evaluated by the Examiners duly constituted by the University.
8. The Project Report should reflect the candidate's own understanding, estimation and analysis of the subject under study.
10. Every student has to appear in the **Viva-Voce** examination on the Project Work.
11. The Project Report will have to be **submitted by 28th October, 2011**. Under no circumstances will this date be extended.

Jun 06, 2011

(K Guhathakurta)
Academic Coordinator