



TUMKUR UNIVERSITY

GUIDELINES FOR INTERNSHIP /COMPANY ANALYSIS REPORT BACHELOR OF COMMERCE (B.Com.)

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Guidelines Governing INTERNSHIP/COMPANY ANALYSIS REPORT for Bachelor of Commerce Programme

23UGCA 1.0	An Overview of a Internship/Company Analysis report
	<p>Company Analysis is a process of evaluating and examining a specific company's financial, operational, and strategic aspects to gain a comprehensive understanding of its performance, strengths, weakness, opportunities and threats. The goal of Company Analysis is to provide insights and information that can assist stakeholders, such as investors, managers, creditors and analysts in making informed decisions about the company. Key components of Company Analysis typically includes financial analysis, operational analysis, industry and marketing analysis, SWOT analysis, management and leadership evaluation, risk assessment, valuation and investment analysis, strategic analysis, CSR etc.,</p> <p>This report analysis develops technical, analytical, social and communication skills among students. Hence, Students are expected to carry out the study with commitment, quality and integrity.</p> <p>Students can pursue fieldwork/project report/ survey based report or any other free lance work as approved by the Guide.</p>
23UGCA 1.1	Objectives and Outcome of a Internship/Company Analysis Report:
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Analyze the company's financial statements to assess its financial health, liquidity and profitability and solvency. 2. Evaluate the company's operational efficiency, production capacity, market share, competitive positioning and supply chain management. 3. Identify potential risk that the company might face, such as industry trends, regulatory challenges, and competitive threats etc., 4. Help investors, stockholders make informed investment decisions by assessing the company's growth potential, financial stability and future prospectus. <p>Outcomes:</p> <ol style="list-style-type: none"> 1. Calculate and interpret key financial ratios such as liquidity ratios, profitability ratios, solvency ratio & turnover ratios. etc., to gauge the company's financial performance. 2. Compare the company's financial data over multiple years to identify trends, strengths, weakness and area of improvement.

	<ol style="list-style-type: none"> 3. Perform a SWOT analysis to understand the company's internal strengths & weakness, as well as external opportunities and threats in the business Environment. 4. Compare the company's financial metrics with those of its competitors to access its competitive position within the industry.
23UGCA 1.2	Indicative list of Companies for Internship/Company Analysis Report
	<ol style="list-style-type: none"> 1) Reliance Industries 2) Tata Group 3) Infosys 4) HDFC Bank 5) ICICI Bank 6) State Bank of India 7) Larsen & Toubro (L&T) 8) Hindustan Unilever Limited 9) Mahindra Group 10) Wipro 11) Aditya Birla Group 12) Axis Bank 13) ITC Limited 14) ONGC 15) Coal India 16) NTPC 17) Any other large scale company of Student choice.
23UGCA 2.0	Commencement of Internship/Company Analysis Report
23UGCA 2.1	<ol style="list-style-type: none"> 1) Students of the IV Semester, after completion of the Semester End Examination have to prepare a INTERNSHIP/COMPANY ANALYSIS REPORT as per the Calendar of Events issued by the Head of the Department. 2) This INTERNSHIP/COMPANY ANALYSIS REPORT carries three (03) credits during VI semester of the program. 3) Once the Company is chosen, the students shall submit a duly filled in Registration form to the guide. The format of the Registration Form is shown in Appendix I. This Registration form shall be maintained by the HOD, Department of Commerce, 4) The student should submit the INTERNSHIP/COMPANY ANALYSIS REPORT as per the time schedule and the prescribed format. The format for the proposal is shown in Appendix II. 5) Students and the guide shall have regular interaction. The work diary shall be maintained by the respective guides in order to enhance the quality of Internship/Company Analysis report. The format for the diary is shown in Appendix III.

23UGCA 2.2	Role and Responsibilities of Guides:
	<p>1) Internal Guides/Faculty Guide (College guides):</p> <p>a) Faculty Guide with M.Com./MBA or any other equivalent degree can guide the students for the Internship/Company Analysis report.</p> <p>b) The guide shall monitor the progress of the students under their guidance from the selection of the Company to the submission of the report.</p> <p>c) The guides are authorized to reject the report, if it does not meet the expected standard quality as per the guidelines.</p>
23UGCA 3.0	Report Writing:
23UGCA 3.1	<p>1) Following are the preliminary pages of the Internship/Company Analysis report, Students shall follow the same sequence.</p> <p>a) Cover Page and Title Page (Format – Appendix IV)</p> <p>b) Certificate from the Company</p> <p>c) Declaration by the students (Format – Appendix V)</p> <p>d) Certificate of Originality by the Guide (Format-Appendix VI)</p> <p>e) Acknowledgements</p> <p>f) Table of Contents (Format- Appendix VII)</p> <p>g) List of Tables (Format – Appendix VIII)</p> <p>h) List of Graphs (Format – Appendix IX)</p> <p>i) Executive Summary</p>
23UGCA 3.2	<p>Contents of the Chapters: This section gives indicative framework for the students towards the contents of the chapters on Internship/Company Analysis report</p> <p>Note: The entire report shall be prepared based on secondary data.</p> <p>1) Chapter 1: Introduction: Provide a brief overview of the company, inception of the company, Nature of the business carried, Mission, Vision, Values, Goals and objectives and Quality Policy, Product/Services Profile, Area of Operation – Global/National/Regional, Ownership Pattern, Competitors Information, Infrastructural facilities, Achievement Awards, strategic perspective plan (if any).</p> <p>2) Chapter 2: Financial and Market analysis:</p> <p>Financial Analysis:</p> <ul style="list-style-type: none"> • Analyze the company’s financial statements (Statement of Profit or Loss, Statement of Financial Position, Statement of Cash flow)

	<ul style="list-style-type: none"> • Assess key financial ratios (liquidity, profitability & turnover) to evaluate the company's financial health. <p>Market Analysis:</p> <ul style="list-style-type: none"> • Evaluate the company's position within its industry, • Examine market trends, competition, and potential growth opportunities. <p>3) Chapter 3: Management and Leadership:</p> <ul style="list-style-type: none"> • Discuss the company's leadership team and their qualifications. • Assess the company's corporate governance and decision making processes. <p>4) Chapter 5: SWOT Analysis :</p> <ul style="list-style-type: none"> • Identify the company's Strengths, Weaknesses, Opportunities and Threats. <p>5) Chapter 6: Summary of Findings, Suggestions and Conclusion:</p> <ul style="list-style-type: none"> • Summarize the key findings of the analysis, • provide recommendations for enhancing its performance and competitiveness • Emphasize the overall outlook for the company. <p>6) Learning Experience</p> <p>7) Bibliography (Format - Appendix X)</p> <p>8) Appendices / Annexures (If Any): The Appendices contain material which is of interest to the reader but not an integral part of the report and any problem that have arisen that may be useful to document for future reference.</p> <p>Note: Students should refer the Annual Reports/Financial statements, Chairman and AGM Report (latest).</p>
23UGCA 3.3	Presentation of the Report:
	<ol style="list-style-type: none"> a) Typing should be done on one side of the A-4 size paper. b) The left side margin should be 1.75 inches, the right, top and bottom margin should be 1 inch each. c) Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12. d) Fonts to be used are Times New Roman. e) The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space. f) Chapter heading should be capitalized and should be kept at center. g) Tables, graphs and diagrams should have respective number, captions and source.

	<p>h) The body of the report can be in the range of 15 to 25 pages.</p> <p>i) All pages in main text should carry the Arabic numerals placed on the bottom at the centre. The Title page, Acknowledgement, Table of contents etc. should be numbered in lower case Roman numerals.</p> <p>j) The numbering of chapters, divisions and sub-divisions should be done, using Arabic numerals only. For example, sub-division 2 under division 4 of chapter 3 should be numbered as 3.4.2.</p> <p>k) Table and Figures appearing in the main text should have appropriate numbers and captions. The third table in Chapter Two, the number of Table should be assigned as 2.3. Tables and Figures should appear at the centre.</p> <p>l) Endnotes should be numbered consecutively within each chapter or throughout the entire report. Citations on the main text should carry the author(s) name with year, say for example, Sharma (2011) or (Sharma, 2011) as the case requires. The full reference for the citation should appear in the Bibliography.</p>
23UGCA 3.4	Plagiarism:
	<p>a) Copying of material from any source without appropriate referencing the source will initiate plagiarism procedures. College and University will initiate severe action.</p> <p>b) All the materials that relates to the INTERNSHIP/COMPANY ANALYSIS REPORT should be shown to the guide and to be retained by the students until the University has declared the results. Students are advised not to dispose off the material away once their report is submitted, as they might be asked to present it as part of the viva voce or otherwise.</p>
23UGCA 4.0	Submission of the Report:
	<p>a) The students shall submit one (1) copy of the report in hardbound (Normal binding) for report evaluation and one copy for the students to carry the same copy for the viva voce.</p> <p>b) The Students shall also submit the PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College.</p> <p>c) The HoD, Department of Commerce, Concerned College shall consolidate the PDF soft copy of the reports of all the students and submitted to the university for recorded purpose as per the calendar of the events.</p>
23UGCA 5.0	Evaluation of the Report
	<p>a) After the successful submission of the report by students, concerned guide shall evaluate the report for 60 marks as per the Evaluation Format (Appendix XI).</p>

	<p>b) HOD, Department of commerce, Concerned College shall prepare the panel of examiners with one external examiner to conduct of viva voce for 40 marks as per the Viva voce format (Appendix XII).</p> <p>c) It is the responsibility of the HOD, Department of Commerce, Concerned College to submit the final consolidated marks to the University as per the calendar of events as notified by the University.</p>
23UGCA 6.0	Miscellaneous
23UGCA 6.1	The INTERNSHIP/COMPANY ANALYSIS REPORT guidelines should be read as a whole for the purpose of any interpretation.
23UGCA 6.2	Wherever the words “he”, “him”, “his” occur in the regulations, they include “she”, “her”, “her’s”.
23UGCA 6.3	In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.
23UGCA 6.4	The University may change or amend the guidelines at any time, and the changes or amendments made shall be applicable to all the students with effect from the date notified by the University.

Appendixes:

**Appendix I
Registration Form**

1. Name of the Student :
2. Name of the Guide :
3. Name of the Company :
4. Write a brief note on your company: (Minimum 150 to 200 words)

Student Signature

Guide Signature with date

Appendix II

Format of Proposal:

- The Proposal should not exceed 2 pages
- The cover page of the Proposal
- The content of the Proposal:
 - a) Name of the company
 - b) Objectives of a Company analysis
 - c) Scope of the study
 - d) Methodology
 - e) Data collection
 - f) Plan of Analysis, and
 - g) Chapter Scheme

Appendix III

Work Diary

Date of the meeting	Topics discussed	Progress as on date	Signature of the faculty

Note: The Guide and students are expected to meet at least once in a week i.e. on Saturday.

Signature of the Student

Appendix IV: Sample

COVER PAGE & TITLE PAGE

Title < Font size Arial Narrow 18-All caps & Bold>

INTERNSHIP/COMPANY ANALYSIS REPORT submitted in partial fulfillment of
the requirements for the award of the Degree of

BACHELOR OF COMMERCE

of

TUMKUR UNIVERSITY

< Font size Arial Narrow 14-All caps & Bold>



By (Font Size 14-Italic)

Name

Reg. No. ...

Under the guidance of

Name of guide.

Designation of guide

Tumkur University

TUMKUR UNIVERSITY

2020–2023 (Font Size 14)

[NOTE: Cover page should not contain any page number]

Appendix V

DECLARATION (BY THE STUDENT)

I hereby declare that the INTERNSHIP/COMPANY ANALYSIS REPORT entitled "*Title of the Report*" submitted to the Department of Commerce, *College Name, Tumkur University, Tumakuru*, is a record of an original work done by me under the guidance of "*project guide name, his/her designation, Department name he/she is associated with and the name of the University*" and this INTERNSHIP/COMPANY ANALYSIS REPORT is submitted in the partial fulfilment of the requirements of for the award Bachelor Degree in Commerce by Tumkur University.

I also declare that this report is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Place:

Name :

Date:

Register Number:

Appendix VI

CERTIFICATE OF ORIGINALITY

(To be given by Guide and Department)

Date:

This is to certify that the INTERNSHIP/COMPANY ANALYSIS REPORT titled"-----
-----"is an original work of Mr./Ms._____; bearing
University Register Number_____and is being submitted in partial
fulfillment for the award of the Bachelor Degree in Commerce by Tumkur
University. The report has not been submitted earlier either to this University
/Institution for the fulfillment of the requirement of a course of study

SIGNATURE OF THE GUIDE

SIGNATURE OF THE HOD

DATE:

DATE:

Appendix VII
Table of Contents

Report Structure

CONTENTS		
Chapter No.	INDEX	Page No.
1	Introduction	
2	Financial and Market Analysis	
3	Management and Leadership	
4	SWOT Analysis	
5	Summary of Findings, Suggestions and Conclusion	
	Learning Experience	
	Bibliography	
	Annexure	

Appendix VIII

List of Tables

Table Number	Table Name	Page Number
1.1		
1.2		

Appendix IX

List of Figures

Figure Number	Figure Name	Page Number
1.1		
1.2		

Appendix X

Bibliography (Style of Referencing is APA format): Examples are given below for your students References.

Books

Abraham, K. (2001), *The Dynamics of Economic Reforms (Economic Liberalization and Political Transformation)*, New Delhi: McGraw Publishers.

Edited Volume

Aharoni, Y. (2009) "On Measuring the Success of Privatisation", in Ramamurthi, R. and Vernon, R. (eds) *Privatisation and Control of State Owned Enterprises*. Washington, D.C.: World Bank.

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Boardman, D. and Vining, S. (1989) "Ownership in Competitive Environments: A Comparison of the Performance of Mixed, Private and SOEs", *Journal of Law and Economics*, April, Vol. 1, No, 32, pp.16-9.

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Asian Development Bank (2008) *India: Statistical Abstract 2008*, April, 2008, Manila, ADB.

Newspapers and Magazines

Ahluwalia, M. (2003) 'Some of the criticism directed at the IMF is not valid', an exclusive interview, **D+C [Development & Cooperation]**, September, vol.30.

Websites

Ministry of Finance (2008) "Privatization", Viewed on 06/11/2003 in the MoF Website, <http://www.mof.in/~epa/Privatise/index.html>.

Ram Mohan, T.T. (2004) "Privatization in China: Softly, Softly Does it", accessed on 02/10/2010 at <http://www.iimahd.ernet.in/publications/public/Fulltext.jsp?wp-no=2004-09-04>.

Appendix XI

INTERNSHIP / INTERNSHIP/COMPANY ANALYSIS REPORT

Evaluation format for 60 Marks by the Concerned Guide

Sl. No.	Registration No.	Name of the Students	60 Marks					Total Marks Secured
			Introduction (10 Marks)	Financial and Market Analysis (15 Marks)	Management and Leadership analysis (15 Marks)	SWOT Analysis (10Marks)	Summary of Findings, Suggestions and Conclusion (10Marks)	

Appendix XII

INTERNSHIP/COMPANY ANALYSIS REPORT Viva Voce format for 40 Marks by

Panel of Examiners appointed by the HOD

Sl. No.	Registration No.	Name of the Students	40 Marks					Total Marks Secured
			Self-Introduction (04 Marks)	Confidence (08 Marks)	Communication Skills (6 Marks)	Question and Answer on reports (12 Marks)	Learning Experience (10 Marks)	