

# BACHLORE OF BUSINESS ADMINISTRATION

**2021-2024**

A

DISSERTATION REPORT

On

**“THE PACAKGE AND INFRASTRUCTURE OF POORNIMA UNIVERSITY”**

**Jaipur**

## **Submitted By- Submitted To-**

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2021PUSMCBBXX09832

3rd year FMC

**ACKNOWLEDGEMENT**

It is my honour to get an opportunity to pursue my summer internship with "POORNIMA UNIVERSITY.I would like to thank POORNIMA UNIVERSITY for giving me an opportunity to undertake the summer internship under them.

My special thanks to Mrs. Menakshi Malav H.R Manager of the POORNIMA UNIVERSITY for providing me all needed information to complete my project.

I express my heartiest thanks to Dr Suresh Chandra Padhy (Vice Chancellor),HOD Dr.Monika Khatri and my academic mentor Ms. Manawati Panwar for her valuable suggestions and guidance at various stages of the project.

**PREFACE**

This project report has made by my own efforts that I have learned in my internship period. This report is based on the “**Package and infrastructure of Poornima University**”. I have expressed my experience in my own simple way. I hope whoever goes through it will find it interesting and worth reading.

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# DECLERATION

I, Jahanvi Sharma hereby declare that this Project Report on “**Package and Infrastructure of Poornima University”** Is my original work. This work done as a requirement for the partial fulfillment for the degree of Bachlore of Business Administration given by Poornima University, Jaipur All the information and data given in this project are authentic to the best of my knowledge and are taken from reliable sources.

PLACE- POORNIMA UNIVERSITY

Batch: - 3rd year BBA (V - SEM)

Reg No. 2021PUSMCBBXX09832

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| --- |
| Executive Summary    This is the report regarding my two months internship in POORNIAM UNIVERSITY and my experience in that organization .It is one of the best private university in Rajasthan. The university was established in 2012 with a small aim that students who comes here for study should get a good knowledge of learning. The trade mark line of this university is “YOUR DREAMS OUR GOAL” which means that whatever students thinks and want university tries level best to fulfil it.    The job role which I was given by the university was admission counsellor. The work which I have do was to tell the parents and students about the course offered by the university, best package offered in that course, name of companies which come to the university for hiring the students about the infrastructure of the university.    The main objective of this internship was to apply the knowledge of my academics in the real world scenario and it was the perfect opportunity to do that so I get to learn about the sales of other university as well as Poornima University and what are tactics that they apply to attract students and their parents to go at that university. |

**Poornima University , Jaipur**



**MOTTO**  - “Your dreams our goal”

**TYPE**  - Private

**ESTABLISHED -** 2012

**CHAIRMAN**  - Ar. Sashikant Singhi

**PRESIDENT** - Dr. Suresh Chandra Upadhya

**WEBSITE**  - [www.poornima.edu.in](http://www.poornima.edu.in/)

Poornima University (PU) is a Leading Private University in Rajasthan and proud constituent of Poornima Foundation (PF). State- of- the- art building area of university with independent academic & administration block, hostels, laboratories, playground etc. provide scholarly ambience for learning & liberty. Poornima University brings together a community of wide ranging interests, competencies & aspirations from Engineering, Architecture, Design, Management, Commerce, Applied Science and Art. Poornima University has been awarded as the best upcoming University of the India by ASSOCHAM, New Delhi. Poornima University has been awarded as the Top Private University of Rajasthan -2018.

Poornima University is located in Jaipur, Rajasthan, India.

[**Address:**](https://www.google.com/search?rlz=1C1LENP_enIN793IN793&q=poornima+university+address&stick=H4sIAAAAAAAAAOPgE-LWz9U3MDQsNCnLLtOSzU620s_JT04syczPgzOsElNSilKLixexShfk5xflZeYmKpTmZZalFhVnllQqQGUBQ_ndF0wAAAA&ludocid=15230118470431038160&sa=X&ved=2ahUKEwiJ16jFpITjAhUCVysKHRJaDCEQ6BMwEXoECA8QBg)Plot No. IS-2027-2031, Ramchandrapura P.O. Vidhani, Vatika Rd, Sitapura, Jaipur, Rajasthan 303905

## **1.1 ABOUT ORGANISATION**

Poornima University (PU) is a Leading Private University in Rajasthan and proud constituent of Poornima Group (PG). The university is situated in Sitapura the educational hub of Jaipur in 32.67 Acres sprawling, lush green campus. State- of- the- art building area of university with independent academic & administration block, hostels, laboratories, playground etc. provide scholarly ambience for learning & liberty. It creates a warm and protective environment with a professional atmosphere to bring out best in the student to face the cut-throat global competition.

Poornima University brings together a community of wide ranging interests, competencies & aspirations from Engineering, Architecture, Management, Commerce. All these programs are recognized and approved by the University Grant Commission (UGC).

Poornima University has been awarded as the best upcoming University of the India by ASSOCHAM, New Delhi. Poornima University has been awarded as the Top Private University of Rajasthan -2018

## **OVERVIEW OF POORNIMA UNIVERSITY**

**WHY CHOOSE POORNIMA**

Poornima University has forged industrial alliances with Top MNCs worldwide which assures high educational standards, up to date and forward-thinking curricula, and professional relevance. At Poornima University, you will have a distinct advantage of exposure to corporate standard environment through industry sponsored infrastructure and expert faculty. The University has global partnerships with industry leaders.

**INDUSTRY READY CURRICULUM:** Each Board of Studies has technical experts from relevant industries, who actively support and monitor planning & execution of academic programs; providing regular support and recommendations to our faculty members. The representatives comprises of stalwarts from industries & academicians.

**FACULTY DEVELOPMENT PROGRAM:** Faculty development is essential for improving teacher effectiveness at all levels of the educational continuum. Industrial houses provide various exposures in the form of workshops, seminars, regular interaction through faculty development programs to the faculty members on a regular basis giving a quality edge to the teaching learning process.

**EXPERT SESSIONS AND INDUSTRIAL VISITS:** Industrial connoisseurs regularly visit the university to provide first hand exposure to corporate culture, industrial requirements, latest technological advancements and career options through interactive sessions with the students. Regular interaction with corporate leaders from across all sectors ensures that students are updated with the latest industry trends and expectations of the industry from the university graduates.

**INFRASTRUCTURE:** Poornima University believes in providing the best infrastructure and the living experience to all its students. The Campus is a combination of state of the art Infrastructure; quality sports ground & equipment & green environment that provide the modern comfort as well as nurture the body and mind while you are in the University.

**ROBUST INDUSTRY INTERFACE:** The enthusiasm of innovative projects shown by the students is matched by the industry through continuous guidance and supervision from the sponsoring industrial houses. These multi-faceted collaborations offer you experiential learning via projects, professional competence, internships, enhanced placement opportunities and skill enhancement.

**HOLISTIC DEVELOPMENT OF STUDENT:** Poornima University provides a unique environment for the holistic growth of students, under the guidance of experienced and committed teachers. Students acquire creative, innovative, entrepreneurial and the technological skills, which are required to make them a professional and industry ready. The curriculum is broadbased, and students are allowed to register for many electives from diverse streams. Experts from industry are also invited frequently to address the students and give them the important industry perspective in a course.

**EDUCATION** at PU is not just about books and classrooms but also about overall personality development and honing special skills. A student can achieve and accomplish multiple goals because of the variety of facilities offered. Apart from gaining a degree that is recognized all over the world, a student graduates with an edge over the others, which is necessary in today’s competitive world.

**SPORTS** is the metaphorical carrot that children chase to bring joy and motivation. The sports builds community, team-work, empathy, and love among students. The sport facility includes Cricket, Soccer, American Football, Volleyball, Basketball, Handball, Kabaddi, Kho. Kho, Table Tennis, Chess, Lawn Tennis, Badminton, Yoga, Athletics, Music, Dance, Literary Events,Theatre, Fine Arts and many more.

**Training & Placement Cell** of PU has a strong networking with many industries & academic institutions and it acts as mentor for all its institutions. Placements so far have been a testament of the ever increasing faith that the industry has on Poornima University and its students. The untiring efforts of T & P department have ensured a long list of companies which come forward every year to recruit students. The continuous effort of University's academic and placement team has proved that the University transforms a student into an employable professional.

**GLOBAL OUTLOOK:** Poornima University has a global outlook, our internationalized strategy ensures this perspective in everything we do. We attract world-class academicians to share their experiences with students. We have links with over 10 institutions worldwide and over 50+ international students pursue various programs with us. This effective modus operandi transforms you with a global mindset which speaks in volumes and valued by employers.

**INTERNATIONAL SUMMER/ WINTER PROGRAMS** Short duration programs of 2 - 4 weeks are perfect way for students to balance their desire for international exposure with the academic life.

**SEMESTER ABROAD/EXCHANGE PROGRAMS**-An opportunity to complete your semester abroad which further add to your international experience and let you grow your network both on personal & professional level.

**HIGHER EDUCATION PROGRAMS** - An opportunity to be professionally attached to multinational companies and start-ups. It aims to provide PU students the experience of studying and working abroad.

**INTERNATIONAL INTERNSHIPS** - An opportunity to gain work experience abroad by undertaking an internship in a foreign country.

**INTERNATIONAL WORKSHOPS & CONFERENCES**- Enhance the cornucopia of knowledge through discussions on various imperative topics will add an insight to ponder and confer over crux of today's scientific and technological perk up.

**INTERNATIONAL FACULTY** - Faculty from partner universities regularly visits us and help our students to understand diverse spectrums and guide them in their area of choice and interest.

**INTERNATIONAL EXPERTS:** In an ever changing global marketplace, it becomes imperative that students have a wide-ranging expertise. Poornima is working closely with prestigious institutions throughout the world and regularly engages renowned and professionally established international experts to interact and groom students to lead the global businesses.

**CULTURALLY DIVERSE STUDENT LIFE**: In today's increasingly interconnected world, developing cultural competency and embracing differences are essential to success. At Poornima, we have always recognized the important contributions made by individuals from a variety of backgrounds. Our diverse student body-comprised of students from all over India and more than 5 countries promises you a culturally enriching experience. You'll be encouraged to challenge yourself and your way of thinking. Hence, you grow and develop understanding!!

Poornima University (PU) is a state private University in Jaipur, India established by an act of the Rajasthan legislature .PU was established in 2012 with a vision to create knowledge-based society with scientific temper, team spirit and dignity of labour to face global competition and challenges. PU is approved by University Grants Commission (UGC) under Section 2 and 12(B) with the right to confer degrees as per Section 22 (1) of the UGC Act, 1956. Its architecture program is approved by Council of Architecture (CA) and hotel management program is approved by NCHMCT.

Currently, PU has more than 4500 students from all over the country enrolled in UG/PG and PhD Programs in various areas such as Management, Engineering, Computer Application Sciences, Architecture, Design, Public Health and Hotel Management etc.

**Poornima University has won the following Awards and Recognitions in a short span of time:**

1. Poornima University is rated as 'Diamond' category in overall rating for Indian Colleges and Universities by QS Gauge.

1. Poornima University is ranked one amongst top 63 Private Universities of our country (Source- IF Best University Rankings 2022).

**C)** Faculty of Management & Commerce, Poornima University is rated in AA category in overall rating for All B-Schools of country(Source-CAREERS360B-School Ranking&Rating, 2022)

**d)** Faculty of Management & Commerce, Poornima University is ranked one amongst top 23 Best

B School in the country (Source – Times B-School Ranking,2022)

1. Faculty of Management & Commerce, Poornima University is ranked one amongst top 11 Best B Schools EMERGING ALL INDIA (source - The Week-Hansa Research, August, 2021 edition).

1. Faculty of Management & Commerce, Poornima University is ranked one amongst Top 66 B School in terms of Return on Investment -'ROl' (Source - Business Today, Special Issue,Nov 2021).

1. Faculty of Engineering, Poornima University is ranked one amongst top 6 Emerging Engineering Institute for Placement. (Source - Times Engineering Institute Ranking Survey 2020).
2. Poornima University is ranked one amongst top 47 private universities of our country .

1. Faculty of Management & Commerce, Poornima University is ranked one amongst Top 54 B School in terms of Return on Investment -'ROl' (Source - Business Today, Special Issue, Nov 2020.

1. Outlook India has ranked Faculty of Planning & Architecture, Poornima University as one amongst the Top 7 in Private School of Planning & Architecture in India (Source

Outlook - Jun 2019).

K) Faculty of Management & Commerce, Poornima University is ranked one amongst top 34 Private best B School in North India (source - India Today, 2019 edition).

The University has eight Faculties and fourteen departments which are headed by Deans and HoDs respectively. They passionately and independently govern various activities like academic matters, curriculum designing, allocation of courses for an academic semester, conduction of theory and lab classes, assessment, examination coordination, student participation and progression, research activities, running various students' clubs, conduction of special activities, organizing conferences, seminars, symposiums, workshops, expert lectures, field visits and internship along with autonomy in handling the department budget.

In order to keep pace with the rapid changes in the industry and to prepare the students industry- ready, PU has established a Corporate Advisory Board having around 130 members to guide, help and support the University from time to time. The Corporate Advisory Board comprises senior leaders across the industries who will provide non-binding strategic advice to the management of Poornima University. PU has been working in collaboration with Industry & Academia for quality delivery in academic content and research. PU has signed more than 100 MoUs with prestigious national/international universities/organizations. Further to this, PU has also tied up with many industries such as Microsoft, IBM, Mobiloitte, Karvy Group, Commtex Solutions Pvt. Ltd., GOC Petrochemicals Itd., Vollert India Pvt. Ltd., Shriram Automall Ltd. for internship, placement, collaborative projects, seminars etc. Poornima University has signed an MOU with Military College of Electrical & Mechanical Engineering (MCME) for offering PhD program to serving and retired officers of Indian Defense Forces. Besides this, the relegated officers during the training at MCEME can join the university without losing their academic.

PU provides high quality infrastructure facilities & learning environment to the students. Since beginning, the University has kept pace with rising demands of the teaching-learning resources in the campus. As per the requirement of the academic environment, the institution has made satisfactory efforts to generate and promote the facilities on a regular basis. It has created the required infrastructural facilities to support the smooth running of teaching- learning activities in its premises. Systematic campus activities ensure that our auditoriums and activity areas are utilized around the year.

PU has a very strong Advanced Study and Research Cell which takes care of all research related activities such as Ph.D. programme, center of excellence, patent and IPR, publications, funded projects etc. This has resulted in a very conducive environment for research in the University. Apart from above, the research activities across the University are abridged through state-of-the-art Centres of Excellence and Centre for Research, Instrumentation & Development (CRID) Lab with focus on latest industry trends and industry involvement.

# INFRASTRUCTURE OF POORNIMA UNIVERSITY

The infrastructure of Poornima University is the best in its class. The University has a lush green campus spread over an area of 32.67 Acres at Jaipur, the education hub of India. It provides a scenic and tranquil environment to the students, boosting their mental potential and preparing them in all aspects to face the cut- throat global competition with a smile on the face and emerge victorious. Well-designed building area with independent academic block, administration block, hostels & playgrounds provide scholarly ambience for learning & liberty.

## CLASSROOMS - THE PLACE FOR FOCUSED LEARNING

The spacious, Amphitheatre - style classrooms in the University provide the most conducive atmosphere for dynamic and focused discussions. They have been designed to bring together analysis with action and are augmented with integrated audio-visual teaching aids for lectures, presentations etc. Special sessions and classes are also held on business etiquette, negotiation skills, effective communication, leadership, teamwork and analytical skills.

## AUDITORIUM -A PLATFORM FOR INTERFACE

Poornima University provides state-of-the-art conference halls with a seating capacity that act as a common ground for Students, faculty and corporate personalities for regular interfaces, conferences and other events. At these platforms, you will come across various global thought leaders, academic gurus and corporate heads who will share their corporate experiences with you. For events of a smaller scale, the seminar halls, equipped with advanced presentation tools, are the ideal venue

## LABORATORIES

High-tech laboratories having equipment with calibrations to ISO 9001-2000 certifications state of the art workshops and numerous work stations with licensed software play an important role as part of your learning experience. Laboratories are fully equipped to meet the academic requirements as per the university curriculum. To name a few; MATLAB and Simulation & Computational labs in Electrical Engineering, Microprocessor & Micro Controller Lab with Keil software, Microelectronics Lab with Cadence software, VLSI with Xilinx software, CAD Lab, Embedded System Lab, DAEC Lab, Communication and Texas Instruments Lab and VI Lab equipped with Lab VIEW software in Electronics and Communication Engineering and CADI CAMAND Auto Sync Lab in Mechanical Engineering have been installed for carrying out different experiments.

## CENTRE FOR RESEARCH, INSTRUMENTATION & DEVELOPMENT (CRID)

CRID lab is a well-established lab for research in Poornima University campus. The purpose of this laboratory is to enhance high-quality research. This instrumentation facility is well equipped for Experimental and Theoretical research. Experimental research lab is further divided into two parts Wing-l and Wing-Il.

Wing-I: Characterization Facility:

Atomic Absorption Spectrometer (AAS)

High-Performance Liquid Chromatography (HPLC) Ultraviolet-Visible Spectrometer (UV-Vis.) and many more Wing-Il Fabrication and Synthesis Facility:

High Vacuum Coating unit, Spin Coater, 3-D printer

Digital Viscometer, Magnetic Stirrer, Roughness Tester

Hardness Tester, Fluoride Meter, pH, TDS and many more

## COMPUTING FACILITIES: IMPARTING KNOWLEDGE IN THE MOST HI-TECH ENVIRONMENT

Poornima campus is inter-connected through a highly secure virtual private network, where personal computers are inter- connected to the Internet through broadband connection. Poornima has state-of-the-art computer center that provide computing facilities comprising of the latest computer machines linked to a wide range of software, communication and print services. Campus is fully wireless and latest software’s are used to enable work on data analysis, web technologies and software designing. The intranet enables close on-line interaction between faculty and students for online interaction.

## LIBRARY FACILITIES-

1. The library services are the cornerstone of the education system at Poornima University. The mission of our library services is to facilitate creation of new knowledge through acquisition, organization and dissemination of knowledge resources.
2. The library has spacious reading hall, periodical centres, group discussion rooms and online database browsing areas. The University libraries offer a wide range of materials in a variety of formats- from traditional books and serials to films, and multimedia and networked information from around the world. Highly skilled staff assists students to use the local collections and find information on specific topics.
3. Our libraries are a learning space where students are inspired to explore, research and create.

Our libraries are not only the places to think, but also an informal work area where students gather to collaborate. Our libraries house a collection of more than 42000+ items including books, journals, microfilms, audio-visual material and CD-ROMs. Furthermore, the students have access to various electronic journals available online, apart from daily newspapers.

1. The University has access to a large number of e-resources, ASCE Journals, ASME Journals,

IEL online, Science Direct, EBSCO, EMERALD, SCIFINDER, SAE-Tech Papers, Indian Standards

Codes, ACM, ABl / Inform Complete (PROQUEST), Springer Link and Engineering Reference Books. Our libraries have a video conferencing facility and also provide classroom teaching through EDUSAT programs and NPTEL video courses in the different fields of education.

Koha is the first of its kind, an open-source integrated library software (ILS) used worldwide by all kinds of libraries from public, school and special libraries. Koha is integrated library software that has state of the art web-based interface, enhanced content and substance, provides faceted navigation, provisions keyword searching, up-gradation and development through user contribution and provides Rich Site Summary (RSS) feeds that make it unique integrated library software in the world.

CAFETERIA -WHAT YOU EAT IS WHAT YOU ARE!

A healthy mind can only reside in a healthy body. Hence, all cafeterias have menus that are designed by a team of professional dieticians, and offer nutritious and wholesome food to ensure a well-balanced diet. Fresh fruit juices, milkshakes, ice creams sundaes and even midnight snacks are available in the cafeteria. Stocking all essentials for daily needs, our on-campus tuck- shops provide convenience groceries, grab and go snacks, stationery essentials plus some specialist stationery and equipment’s.

## SPORTS

Sports is the metaphorical carrot children chase that brings joy and motivation. The sports builds community, team-work, empathy and love among students. Poornima Panthers is the sports team of Poornima University (PU), coached by Sports In charges appointed by PU. Home Ground for Poornima Panthers is Poornima University. Poornima Panthers represents PU in Cricket, Soccer,

American Football, Volleyball, Basketball, Handball, Kabaddi, Kho - Kho, Table Tennis, Chess, Lawn Tennis, Badminton, Yoga, Athletics, Music, Dance, Literary Events, Theatre, Fine Arts and many more. The official logo bears a roaring panther which demonstrates aggressiveness, courage and selfless dedication to a team in pursuit of victory

## BANK & ATM

There is an ATM of Corporation Bank within the campus which is a Nationalized Bank. This bank offer ATM facilities for students of Poornima University.

MEDICAL FACILITIES healthy body makes for a healthy mind. In order to ensure your well-being, Poornima University has tie- ups with renowned hospitals to take care of any kind of emergency. At PU, you will be covered by a comprehensive medical insurance to meet all kinds of exigencies.

## TRANSPORT FACILITY

Safety and added comfort, both are the prime concerns of Poornima University. To bestow with the same, the fleet of University buses provide pick and drop facility to students coming from within a radial distance of 50Kms. The buses are modern to give a comfortable travelling experience.

## OTHER FACILITIES AVAILABLE IN CAMPUS

" Hit Tech air-conditioned computer labs setup in association with IBM

- 250 KW Roof Top Solar Power Plant

Campus is 24x7 under CCTV surveillance along with security guards

Solar Water Heater in all Hostels

" 350KLD Sewage Treatment Plant

Gymnasium (Separate for Boys & Girls)

" Ratiteldalcourtis, voleyballcourts, Tennis Court, Football round, Table Tennis, TV Rooms; Salon for Gilts.

**PLACEMENTS AND PACKAGES**

Impeccable Placements: Poornima’s exceptionally committed legacy proves its reliability year after year. Training & Placement cell of PU has strong networking with industries, academic institutions and corporate and it acts as mentors for all its institutions. Placements so far have been a testament of the ever increasing faith that the industry has on Poornima University and its students. The untiring efforts of T & P department have ensured a long list of companies to recruit students. Packages offered to the students have been inspiring, with the packages offered per annum are outstanding. The herculean effort of University’s academic and placement team has proved that the University education converts students to an employable professional.

HIGHEST PACKAGE

33 LPA

PLACEMENT OFFERS IN LAST 3 YEARS

5500+

AVERAGE PACKAGE

5.35 LPA

20 LPA OFFERED BY COMPANIES

40+

COMPANIES VISITED ON CAMPUS

350+

15 LPA OFFERED BY COMPANIES

30+

PLACEMENTS IN LAST 3 YEARS

4961

5 LPA OFFERED BY COMPANIES

## **INTERNSHIPS**

Internships are the best way for students to gain the work experience necessary to and a job after graduation. In fact, nearly 7 out of 10 internships culminate with a full time job offer after successful completion of the program. Student’s pathway to employment starts with landing in a right internship. The students of Poornima University pursued the internship in following companies for a rigorous training: Impeccable Placements: Your testimony to success Poornima’s exceptionally committed legacy proves its reliability year after year. Training & Placement cell of PU has strong networking with industries, academic institutions and corporate and it acts as mentors for all its institutions. Placements so far have been a testament of the ever increasing faith that the industry has on Poornima University and its students. The untiring efforts of T & P department have ensured a long list of companies to recruit students. Packages offered to the students have been inspiring, with the packages offered per annum are outstanding. The herculean effort of University’s academic and placement team has proved that the University education converts students to an employable professional.

Alkem Laboratories Limited ,Ampersand Group , Arden Telecom ,ARG Group ,Ashok Leyland , Asian Paints Barclays, Dubai , BSE Ltd ,BYJU'S , Caprihans India Ltd. , CHEGG , Db Schenker Ltd , Duferco Asia PTE Ltd. Energy and Firetech India , Exide Industries Ltd. , Genus Power Infrastructure , Greenply Industries Ltd ,HDFC Bank ,Hike Education ,HR Johnson Ltd ,Huhtamaki PPL Ltd ,Hyundai

Motor India Ltd. , Hotel Crown Plaza , Hotel Mariott , Hyatt , ITC Rajputana , IBM ,ICICI Bank , iDream

Tech ,Infosys ,Jaipur Rugs Company Pvt. Ltd JCB India , Johns Electric , JSW Steel Ltd. , KEC International Ltd ,L & T ,Locus Rags , Mahima Group , Morgan Stanley , Mangalam Cement Ltd , Military Engineering Services , Mozark Group ,NALCO Ltd ,National Aluminium Company Ltd , National Elect. Equipments ,Nilon's Enterprises Private Ltd , Orient cables ,Prism ,Johnson Ltd. , Prologis Freight India Private Ltd ,Reliance Jio , RSWM LTD , Raffles ,Ramada , Sheraton Hotel Suryagarh ,SBI Life , Schindler India Pvt. Ltd. ,Signature International Foods India Pvt. Ltd , Siyaram Silk Mills Ltd , Sopra Steria , Swiggy ,Taj Falaknuma Palace ,Taj Fateh Prakash ,Taj Rambagh

**Research Methodology**

**What is Hypothesis:**

Hypothesis is usually considered as the principle instrument in research. Its main function is to suggest new experiment and observation. In fact, many experiments are carried out with the deliberate object of testing hypothesis. Decision-makers often face situation wherein they are interested in testing hypothesis on the basis of available information and then take decision on the basis of such testing.

Ordinarily, when one talks about hypothesis, one simply means a mere assumption or some supposition to b proved. But for a researcher hypothesis is a formal question that he intends to resolve. Thus hypothesis may be defined as a proposition or a set of proposition set forth as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts.

Hypothesis is just relating to assuming something ordinarily hypothesis mean. But for a researcher may be defined, "A statistical hypothesis is some assumption or Statements which may or may not be true about a population or about probability distribution characterising gives population which we want to test on the basis of evidence from a random sample up data".

In simple words hypothesis means apposition of something which needs to be proved or disproved do mainly 2 types of hypothesis like descriptive & relation, depending on what is his requirement he will go for the location of hypothesis.

**Importance:**

* It provides direction to research.

* It spells the difference between precision and haphazardness between fruitful and fruitless research.

* It is a guide to the thinking process of discovery.

* It prevents blind research. It places clear and specific goals before us.

* It enables the investigator to clarify the procedure and methods to be used in solving his problem and to rule out methods are incapable of providing necessary data.

* It serves as a framework for drawing conclusions.

**Characteristics:**

* Hypothesis should be clear and precise.

* It should be capable of being tested.

* It should state relationship between variables, if it happens to be relational hypothesis.

* It should be limited in scope and must be specific.

**There are two types of hypothesise**

1. Alternative Hypothesis : H1:

Alternative hypothesis are usually the one which one wishes to prove.

1. Null Hypothesis :HQ:

Null hypothesis is the one which one wishes to disprove. Thus null hypothesis represent the hypothesis we are trying to reject and alternate hypothesis is all other possibilities

**What is Research?**

Marketing research is systematic gathering, recording, and analysis of data about marketing problems to facilitate decision maker

.

The American association has given the same definition but they also emphasize on the systematic research rather than convenient research. The data are objectively and accurate gathered, record and analysed.

There are research are done for the solving any type the problem there are not done any types of the research so defining the problem is the first step for any type of the research.

Then there are taken the literature review about the solving the problem that which research design is useful to solve out the problem.

By that data there are done analysis & after that there are we get the result to solve out the problem so this is the process of the research.

By this way process we can solved out the problem which is accrues into the any type of the firm & best and positive results from this research process

**Research Process**

* Formulating the research problem
* Preparing the research design
* Determining the sample design
* Collecting the data
* Analysis of the data
* Preparation of the report

### Research Design

A research design is a frame work or blue print for conducting the marketing research project. Research design is an important and the vital part of the research. It details the procedures necessary for obtaining the information needed to structure or solve marketing problems. Research design provides an excellent framework for the research plan of action.

### Types of Research Design

#### 1. Experimental design

The experimental design aims to look at a problem scientifically; that’s why it tries to establish a clear cause and effect of any event occurring in the research realm. Moreover, the research design tries to understand the impact of the independent variable on the dependable variable. As a result, this research is used to solve issues that try to analyse independent variables and their effect on dependable variables or vice-versa.

#### 2. Correlational design

Correlation research design establishes a relationship between two related variables. Over time, the researcher observes the variables and then draws conclusions based on them. As a result, this type of research design requires two types of variables to function to draw favourable results.

#### 3. Descriptive design

Descriptive research design is a hypothesis-based method that defines the primary subject matter of the research and tries to analyse it using different assumptions and techniques. This type of research design uses data collection techniques like natural observation, case studies, and surveys to derive results.

#### 4. Diagnostic design

Diagnostic research design examines the elements posing challenges to businesses and customers. The methodology strives to explore the reason behind an issue and find solutions to solve it. Furthermore, this research design tries to solve issues in a structured form that follows three phases- inception, diagnostic, and solution.

#### 5. Explanatory design

In this research design, the researcher explores innovative business concepts and ideas with the help of different scientific tools and techniques. This research design is ideal for a business’s research and development department because it offers innovative and creative ideas to solve a business problem.

Moreover, it can be used in companies trying to wrap their heads around design research and analytical processes and their uses in the current business milieu.

### Sources of Data

Data collection is the main thing for doing the research. It is main thing that now we can get the data from the market. If we can collect right and effective data than our research plan and objective are easily satisfied and we can get the positive result.

But there are some mistakes in the research for data collection than we cannot find the right conclusion and we can get the negative result.

For the data collection, I have used the questionnaire instrument. A questionnaire consists of the set of the question presented to the respondents for their answers. From the questionnaire we can get perfect feeding of the consumer.

The data are the 2 types which are as under.

1. Primary Data
2. Secondary Data

1. Primary Data: Primary data is the data which are fresh and collected for the first time, and are original in character. There are various Primary data collection techniques, which have helped in data gathering.

1. Secondary Data: Secondary data are those data, which have been already collected or published for the purpose other than specific research need at hand .This data is simply used up by the researcher for his purpose of collected the data and its use i now not the sam

### Data Selection

For this research report, I have collect the primary data base because through the primary data base we can conclude or get the exactly or final result for our report.

Primary Data: Questionnaire

Secondary Data: Website,Magazines,Review of literature

#### SAMPLE

The samples in this study were SMC students or walkins of poornima university. Respondent consists BBA MBA and B.com students where they give answer to certain questions, so that we can do our research in sophisticated manner.

#### INSTRUMENTION

This study used questionnaire as a medium to obtain the data needed. There are three sections in the questionnaire, consisting of Section

A: personal details

B: personal details

C: Measurement of Student Satisfaction by counselor.

In this section A, four question covering from the subjects of gender, age, race or ethnicity, and their semester of study. Followed by section B: which include the remarks from respective counselors of the walkins.

##### TECHNIQUES OF DATA COLLECTION -

1: Telephonic interview

2: Questionnaires and Surveys

3: Websites

##### FINDINGS

###### Admissions:-

IT is clear from the collected data that the number of walkins and the number of admissions in the department of BBA is more as compared to department of B-tech , and there are various reasons which we got from the side of students that why they are no taking admission in the respective department of the university.

###### Walkins:-

Similarly the number of walkins depicts similar number, but the difference in walkins and admission are known as conversions. When student visited the university campus it is known as walkins when they get admission they get converted. Hence number of walkins are more of BBA and less of B-Tech

###### Conversions:-

When the number of visitors which are known as walkins get admissions in particular department then is is known as walkins converted. So the number of conversions are more of BBA and less of B-tech.

##### BIBLIOGRAPHY

The researched have used certain types of websites and the tools to analyse and collection of the data, which help to prepare the report in very clear and easy manner. The websites below mentioned provided information about different type of things related to the report either directly or indirectly.

**Website Reference -** www.google.com [www.poornima.edu.in](http://www.poornima.edu.in/)

**Questionnaire**

1.Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.Gender o Male

* Female

3.Age Group o 16-30 o 31-45 o 46-60

* More than 60

4.Qualification level o 12th o Graduation

* Post graduation
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5.Which type of area do you live o Urban

* Rural

6.Locality

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7.Do you aware with the Poornima university o Yes o No

* Maybe

8.Which course you are pursuing from the university o MBA

* B.Tech o BCA
* MCA
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9.who influence you for Poornima university o Family o Friend o Advertising

* Self

10.Do you prefer to admission in Poornima university to your relatives or neighbour o Yes

* No

11.which feature do you like most o Culture o Placement

* Campus
* Facilities

12.What is your satisfaction level towards Poornima university o Fully satisfied o Satisfied o Moderate o Dissatisfied

* Fully dissatisfied

13.State your suggestion. if

any,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CONCLUSION**

My main work during this summer internship time is tele calling , generate the lead for the student, recently passout in 12 class and take the admission in Poornima university , Poornima university provides a different course like B.tech , MBA ,B.Design , B.COM, BBA , Architecture, M.plan, BCA, MCA and many more. Me and my team take around 40 -45 admission during this time, create a file for the data this is the my main work during the internship.