

Title of the Report (1 page)

<<On-Job Training Report /Activity Report / Visit Report (On-Job-

Training activity on

“Topic”

**<<E.g. On-Job Training Report of Visit to any retail outlet near to your place of residence
identify the specific product from it and study on its market segments, explain the criteria for
segmentation and suggest marketing approaches for each segment>>**

Submitted by:

Student Name

<<Mr. Chandan Ambatkar>>

PRN/Enrolment No

<< xxxxxxxxxxxxxxxxx >>

Programme Name:

<< MBA / BA (Mar) / BBA / BCom / BCA / BA(Eng) >>

Academic Year:

<<20xx-xx>>

DECLARATION (1 page)

This is to declare that I, undersigned Mr./Ms. (Name as per the official record) have completed this activity myself in part fulfillment of the **BA (Eng) / BA (Mar) / BBA / BCom / BCA / MBA** Program of Symbiosis Skills and Professional University, Pune.

The work submitted is original and it has NOT been copied from anywhere else. Further I also declare that this academic work has not been submitted to any other University/Institute for an award of any degree / diploma.

Date: (Date of online submission / Upload)

Signature: (take a print and sign)

Place: (Place from which the activity was submitted Eg. Pune) Name: (As per the official records)

*Student should attach a scanned copy of this letter after signature

INDEX (1 page)

Sr. No.	Title	Page No.
1.	Introduction	1-7
2.	Main Content	8-25
3.	Conclusion, Suggestions and Recommendations etc. (This can be further subdivided into headings and sub-headings as per the need of the report. These are to be included here in the index along-with respective page numbers)	26-29
4.	Bibliography (Preferably Chicago style is to be used)	30

(Please note that the page numbers indicated above are only suggestive and they may differ as per your activity report.)

1. Introduction (2-3 pages)

It highlights the major topics that are covered and provides background information on why the data in the report was collected. It also contains a top view of what's covered in the report.

The "Introduction" of an activity report identifies the activity to be undertaken. The following points need to be covered under the Section of 'Introduction':

- 1) Objectives of the activity: The goal/objectives of the activity need to be stated under this section.
- 2) Importance of the activity: The importance of the activity needs to be detailed out which explains its purpose.
- 3) Overall background for understanding the activity: The Activity given needs to be elaborated with its background- how the activity is conducted, what are the steps being undertaken in performing the same etc.

The objectives of the activity are important to state because these objectives are usually analyzed in the conclusion.

2. Main Content

Index (this is optional)

1. XXXXXX
2. XXXXX
3. XXXXXX

The main content of activity report includes following main headings:

1. Executive Summary (1- 2 pages)

An executive summary should summarize the key points of the report. It should restate the purpose of the activity report, highlight the major points of the report, and describe any results, conclusions, or recommendations from the report. It should include enough information so the reader can understand what is discussed in the full activity report.

2. About the company (4-5 pages)

The first step is to conduct research on the company's history. The second one is to create a mission statement - this will provide the reader with some background information about the company and what it does.

3. Theory about the topic (relevant to topic based on question selected) (6-7 pages)

It provides an overview of theory text, current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research that you can later apply to your activity topic.

For example, topic on market segmentation shall include the theory related to the same.

4. Objectives of Activity (According to topic selected) (may be repetition) (1 page)

- Pinpoint the major focus of your activity research.
- Break down your research focus into research objectives.
- Write your research objectives in the SMART format.
- Keep your number of objectives limited.(3 to 4 max.)
- Use action verbs.

5. Methodology adopted (Survey methods) (6-7 pages)

Data Collection, its Analysis and Interpretation (Questionnaires and its interpretation through diagrams / graphs/ flowchart)

- Explain your methodological approach.
- Describe your data collection methods.
- Describe your analysis method.
- Evaluate and justify the methodological choices you made.

3. Conclusion (1-2 pages)

<<The report conclusion is an extremely important part as it lists out the learnings/knowledge the student has gained after performing the activity.>>

The conclusion typically involves the following –

- **Summarize the Main Points:** Briefly recap the key points and findings of your activity. Mention the objectives and goals you set out to achieve.
- **Listing the successes and possible limitations:** Listing out the successes and possible limitations of the activity report is quite important as this awards the readers the much-needed perspective of what is NOT dealt with in the report. This further clarifies the goal of the activity.
- **Address the Hypothesis or Purpose of the activity:** If your activity had a specific hypothesis or purpose, discuss whether it was supported or disproven based on your findings or whether the purpose of the activity was fulfilled or not.
- **Discuss the Significance of your activity:** Write a few paragraphs explaining why the results of your activity are important and / or relevant. How does your activity report contribute to the broader understanding of the topic you had chosen and what fresh perspective have you gained through it which will help you in your overall academic enrichment?
- **Describe the process used:** Describe the step by step process / flow of your actions to complete this report for better understanding of the readers. This might also include the challenges that you might have faced and the ways in which you tackled those challenges.
- **Listing points** about what was observed and what is the take of the student on such observations.
- What were some **interesting observations** and what made them interesting.
- **Suggestions and Recommendations:** If your activity can accommodate certain suggestions and recommendations, kindly do include those. Suggestions are typically informal and casual in nature, while recommendations are formal and address a specific challenge or limitation faced.
- **Connecting your activity's learning objectives with hypothesis / observations** you made will be fruitful.
- **End on a Strong Note:** Conclude your report with a memorable statement or reflection that leaves a lasting impression on the reader.
- **Keep the paragraphs in the conclusion coherent:** This essentially means the paragraphs given in the conclusion shall be connected with each other. Apart from that, a larger pan-report coherence is also expected where the central theme is not lost throughout the activity report. Furthermore, the conclusion should also conclude on the points discussed in the introduction and main content logically. No idea taken up in introduction or main content shall be left hanging.

- Remember that the conclusion should tie together all the elements of your report and leave the reader with a clear understanding of the significance and outcomes of your activity.

4. BIBLIOGRAPHY (2-3 pages)

1. Laxmikanth, M., *Indian Polity*, Noida, McGraw-Hill Education, 2021

Note: Any suitable format of bibliography will be accepted. We have used Chicago style in the above-mentioned example which uses the following structure:

Last name of the author, First Name of the Author, Name of the book Consulted (in Italics), Place of Publication, Name of the Publisher, Year of Publication