

GUIDELINES FOR INTERNSHIP24MBA3C1I
(BETWEEN 2ND AND 3RD SEMESTER MBA)

INTERNSHIP			
Course Code	24MBA3C1I	CIE Marks	30
Teaching Hours/Week (L:T:P)	0:0:8	SEE Marks	70
Credits	04	Exam Hours	00

OBJECTIVE

To expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the work place for various functions of the organization.

STRUCTURE

The Internship shall consist of study of an organization for 4 weeks.

GENERAL GUIDELINES

- The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes
- The Course code of the Internship shall be **24MBA3C1I** and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

Submission of Report: Students shall submit one hard copy of the report to the college with hard bound color of royal blue and a soft copy in PDF file (UN-editable Format)

Evaluation:

Internal evaluation will be done by the internal guide.

Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva-voce examination will be conducted by the respective Chairman BOE or Senior Professor or Internal Guide of the department and an external evaluator drawn from industry/academia. In case of non availability of industry professional, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce examination. Internship carries 100 marks consisting of 30 marks for Internship report (evaluated by internal guide) and 70 marks for viva-voce examination.

Contents of the Internship Report

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Internship by the student.
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- i. Back ground,
- ii. Nature of business,
- iii. Vision mission, quality policy
- iv. Workflow model
- v. Product/service profile
- vi. Ownership pattern
- vii. Achievements/awards if any
- viii. Future growth and prospects

Chapter 3: Mckensy's 7S framework and Porter's Five Force Model with special reference to Organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statement

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Internship such as figures, graphs, photographs, Financial statements etc.,

Format of the Internship:

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5line spacing. The Internship report shall not exceed 60 pages.

Rubrics for Internship Marks

SL. No		Particulars	Marks
1	CIE	Assessment by the Guide- Interaction with the student	15
2	CIE	Report Evaluation by the Guide	15
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	70
		Total	100

Mark sheet for Viva voce Examination (SEE)

Name of the Institution

Name of the Department

Course Code and Course Title: Internship

SL. No	Aspects	Marks
1	Introduction	10
2	Understanding the Industry	10
3	Understanding the Corporate Functions/Company profile	10
4	Mckensy's 7S framework and Porter's Five Force Model	10
5	SWOT/SWOC analysis justification	10
6	Financial statement analysis	10
7	Learning experience	10
	Total	70

Marks Sheet for Viva Voce examination

SL No	USN	1	2	3	4	5	6	7	Total
1									
2									
3									
4									
5									
	Total								

Signature of Internal Examiner

Signature of External Examiner

Name and Designation with affiliation

Name and Designation with affiliation