

**GUIDELINES FOR INTERNSHIP 22MBA IN 307
(BETWEEN 2ND AND 3RD SEMESTER MBA)**

| INTERNSHIP | | | |
|---|-------------------|--------------------|------------|
| Course Code | 22MBAIN307 | CIE Marks | 50 |
| Teaching Hours/Week (L:P:SDA) | 0:8:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 00 | Total Marks | 100 |
| 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 credits for 4 weeks. | | | |
| GENERAL GUIDELINES <ul style="list-style-type: none"> • 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 20MBA IN 307 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 HOD or Senior Professor or Internal Guide of the department and The external guide will be from the industry/ faculty from the other PG centres of VTU as examiner for the viva voce of Internship. The affiliated institutions can have the external guide from the industry/ faculty from other VTU affiliated institutions/ VTU PG Centres. Viva-Voce on internship shall be conducted at the college and the date of Viva-Voce shall be fixed in consultation with the external Guide. The Examiners shall jointly award the Viva - Voce marks. 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 50 marks for Internship report (evaluated by internal guide) and 50 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 statements

Chapter 6: Learning experience.

Bibliography

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

FORMAT OF THE INTERNSHIP REPORT

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 22MBAIN 307

| Sl.No. | Evaluation Type | Particulars | Marks |
|--------------|-----------------|---|------------|
| 1 | CIE | Assessment by the Guide- Interaction with the student by Seminars, etc., | 25 |
| 2 | CIE | Report Evaluation by the Guide | 25 |
| 3 | SEE | Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute | 50 |
| Total | | | 100 |

MARK SHEET FOR VIVA VOCE EXAMINATION (SEE)

Visvesvaraya Technological University
Name of the Institution
Name of the Department
Course Code: 22MBA IN 307 and Course Title: Internship

| Sl.No. | Aspects | Marks |
|--------------|---|-----------|
| 1 | Introduction and Understanding the Industry | 5 |
| 2 | Understanding the Corporate Functions/Company profile | 10 |
| 3 | Mckensy's 7S framework and Porter's Five Force Model | 10 |
| 4 | SWOT/SWOC analysis justification | 10 |
| 5 | Financial statement analysis | 5 |
| 6 | Learning experience | 10 |
| Total | | 50 |

Marks Sheet for Internship Viva Voce examination

| Sl.No. | USN | 1 | 2 | 3 | 4 | 5 | 6 | Total |
|--------|-----|---|---|---|---|---|---|-------|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |

Signature of Internal Examiner
Name and Designation with affiliation

Signature of External Examiner
Name and Designation with affiliation

