CURRICULUM DOCUMENT

SEMESTER IV

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: IV

COURSE TITLE: INTERNSHIP REPORT

COURSE CODE: 01BMBAR19472   **CREDITS: 16**

Guidelines for Internship

Provisions:

Every student is required to work on a project during their internship, preferably in the area of his/her specialization and prepare an Internship report under the supervision of a Faculty Guide.

Prior to the actual work, the students are required to submit a synopsis of the Internship incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Head of the Department.

The Internship must be an organization in specific and not a self-study.

The Internship report duly approved by the guide and certified by the HoD is to be submitted as a soft copy to the Department at the end of the fourth semester before the commencement of the end semester examination.

Major Project/Internship of 8 credits – 200 Marks			
Continuous Internal Assessment	80		
End Semester Evaluation	120		
CIA is calculated on		**ESE is calculated on**	
32 marks	Synopsis	**40 marks**	Internal Valuation
32 marks	Interim Report Review	**40 marks**	Oral Presentation
16 marks	Collaborations and Guide's prerogative	**40 marks**	External Valuation

The Internship report shall be evaluated for 30 marks by two examiners (One of them will be the faculty member who has guided the work and other will be the external examiner appointed by BOE).

There shall be a viva-voce examination for 25 marks and 25 marks for oral presentation on the Internship work. 15 marks is allotted for paper publication and 15 marks for quality of

paper and the publication. Student has to work for not less than 75 days on full time basis on Internship. There will be no classes during this period. Specific guidelines for the same are given below:

Guidelines

It is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, the student will be required to define an area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. The Internship should demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The students are required to submit a copy of registration forms, synopsis, and progress reports which is to be send to mba@gardencity.university

The objective of the Internship is to help the student develop research ability to apply multi-disciplinary concepts, tools and techniques to solve the organizational problems.

1. Under this programme, every student is required to undertake an Internship for a period of 12 weeks (not less than 75 days) during IV semester under the guidance of a recognized Faculty Guide. An executive in the host organization could guide as co-Guide. It must be individual based but not as group project.

2. The Internship should be an **Organization based research** where the students are required to work full time in the organization under the guidance of an executive who will be the co-guide for the Internship. The Internship must include a certificate from the organization duly signed by the co-guide on the organization letterhead mentioning the successful completion of Internship.

3. On the completion of Internship, the student is required to submit a report on the work done to the Head of the Department through the Faculty Guide before commencement of IV semester examinations.

4. Satisfactory completion of Internship, obtaining 40 out of 80 in CIA and 60 out of 120 marks in ESE are essential requisites for completing MBA programme.

5. The student's needs to study a problem/ issue purely based on the specialization stream chosen. They are allowed to undertake Internship work anywhere in Bangalore and with written consent of the HoD may work in places outside Bangalore.

6. The students are required to submit synopsis as soft copy to the respective guides with minimum of 7-10 pages as per the format (Appendix 2) for approval by the HoD.

7. The students need to submit fortnightly progress reports to the respective guides as per (Appendix 3). The online submission of progress report is allowed. At the time of presentation, the report should reflect the time and date of submission which is duly signed by guide and student.

8. The progress report submitted by the student duly approved by the guide will be reviewed by the PoE (Panel of Expert) constituted by BoE. The PoE will review progress reports and draft of Internship report, provide feedback, observation and recommend the Internship report for submission.

9. Any exceptions to the guidelines have to be ratified by the Dean on a written request by the Head of the Department.

10 The registration of topic, submission of synopsis, Progress report presentation, Internship period and submission of Final Internship must be completed as per calendar of events.

11 Maximum of 10 students are allowed under each faculty guide.

12. Students shall have regular interaction with the Faculty Guide in order to ensure better Quality of Internship. The Faculty Guide shall necessarily approve the research design, tool for Data Collection etc., He/She is authorized to reject the Internship report if it does not meet his/her expected standard quality or the guidelines. The Guides should take the responsibility of maintaining the quality and authenticity of the Internship report and issue of certificate of originality.

13. Any attempt to copy from another (Present or Previous) student or to copy large chunks from academic or other sources without approximately referencing those sources will trigger the full weight of plagiarism procedures. University will initiate stern action.

14 In order to avoid plagiarism, the students are required to produce a certificate of anti-plagiarism from the authority recommended by the Department. Similarity index of 25% is allowed.

All the material that relates to the Internship, including completed questionnaires or tapes from interviews, should be shown to the guide and be kept by the students until the University has declared the results. Students are advised not to throw the material away once their Internship report is submitted, as they might be asked to present it as part of the viva voce before their Internship results are declared.

15. Internship report soft copy has to be submitted to the Department. This will be uploaded on the online repository of the department after the completion of Viva -Voce Examination.

16 The body of the Internship report must be organized in the following manner.

- Cover Page with Title and other details

- Certificate of originality from the Student and Faculty

- Certificate by Dean

- Acknowledgements

- Abstract [Should not exceed 150 words with five key terms]

- Table of Contents

- List of Tables

- List of Figures

- Project report should not be less than 75 pages and not exceed 150 Pages with 12 point Times Roman New Font with 1.5-line spacing.

- References

- Appendices

17. The chapters may broadly be divided into five as follows:

Chapter	CONTENTS	% of Total Length
1	Introduction	15%
2	Review of literature and Research design	10%
3	Profile of the Selected Organization and Respondents	20%
4	Data Analysis and Interpretation	40%
5	Findings, conclusions and Recommendations	15%
	Bibliography	
	Annexures	

The Chapters mentioned above should have the following subdivisions:

Chapter 1: Introduction: Introduction includes

- Industry Profile

- Theoretical background of the study

- Importance of the topic

- Need to study the topic

Chapter 2: Review of Literature and Research Design

- Review of Literature and Gaps

- Statement of the Problem

- Scope of the Study

- Objectives of the Study

- Hypotheses (if any)

- Sampling

- Tools for Data Collection

- Data Analysis

- Limitations of Study

Chapter 3: Profile of the Selected Organization and Respondents

Chapter 4: Data Analysis and Interpretation

Chapter 5: Summary of Findings, Conclusions and Suggestions

- Summary of Findings

- Conclusion

- Suggestions to the Organization

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: IV

COURSE TITLE: DISSERTATION/ORGANIZATIONAL STUDY

COURSE CODE: 01BMBAR19471   **CREDITS: 4**

Organizational study
Methodology and Report writing

Technical Guidline:

- Reports must be presented in document of A4 Size (210 X 297 mm)
- Must be typed in Times New Roman, 12 Font size.
- Spacing 1.5 lines
- Margin – 1.5" on the left, 1" at the top, bottom and right.
- Minimum pages for body of the project report should be 40 pages.

Structure of Reports

- Pre-Factory Items
- Body of the Report
- Terminal Items

Prefactory Items

- Cover Page
- Certificate from the guide
- Certificate from the company
- Declaration of the student
- Acknowledgements
- Table of contents
- List of Tables
- List of Graphs

Executive Summary (to be submited immediately) (Maximum 2 pages)

- Brief introduction about the company
- Objectives of the study
- Scope of the study (Departments Studied)
- Findings of the study (maximum 3)

Body of the Report:

Chapter

- Introduction – about company, objectives, scope, limitations   Pages 5
- Industry Profile, Company Profile, Product profile   Pages 10
- Contextual definitions (optional)
- Organizational Design   Pages 20
- SWOT Analysis/SWOC   Pages 2
- Summary of Findings Pages 1
- Suggestions   Pages 1
- Conclusions   Pages 1

Introduction:

Must provide a theoretical background of the topic under consideration. This is to equip the reader who is not well versed with the area, for understanding the study.

Must elaborate enough, but not very lengthy.

Industry Profile, Company Profile and Product Profile:

- History and Development
- Promoters of the Company
- Turning Point
- Success Factor
- Departments, Organizational Hierarchy
- Products
- Competitors
- USP of the company

Organizational Design:

- Organizational Structure
    - Details of various departments (atleast 3)
- Organizational Culture
- Organizational Change

SWOT Analysis

- Strengths and Weakness – Internal to the company
- Opportunities and Threats – External to the company

SUMMARY OF FINDINGS

Summary of Findings – must be compiled from various observations made in the company.

SUGGESTIONS (10 Points)

- Suggestions must be practical and realistic.
- Constructive suggestions to the company.

CONCLUSION

- Conclusion – must be presented in the order of objectives and an overall conclusion offering solutions for the problems must also be specified.

Terminal Items

- Bibliography
- Annexure
- Any documentary evidences.

Bibliography

Must be arranged in the following order:-

- Books
- Magazines
- Journals
- Newspapers
- Websites
- Any other resources

Format for citation:

For citing books: cooper, R. Ronald, and schindier, S. Pamela, "Business Research Methods." Tata Mc Graw Hill, 2004, 9th Edition, P 27

For Citing Journals: Drucker, Peter F., "What Business can Learn from Non-profits", Harvard Business Review, 4, July-Aug 1989, pp 88-93

For Citing Newspaper Article:

Jha, Urvashi, "Strong, Re: Hotels Rethink on dual tariff policy.", Economic Times (Bangalore), 2nd August, 2007, p 6.

For Citing Seminar paper:

Kumar, Rajesh .V, "Measurement of ROI for Education and Training Departments in Indian Service Sector Companies." (Paper presented at XXIX All India Accounting Conference on "Accounting Education and Research." New Delhi, December, 2006.

Points to Remember

- Overload of data must be avoided
- Pages must be properly numbered
- Clear indexing of chapter paragraphs and tables
- Use of Pictures must be reduced and if possible avoided
- Spell check
- Spill over
- Chapter Separators
- Foot notes
- No gaudy cover page – Preferably Blue Colour

During Presentation

- Make a Power Point Presentation
- Minimize the number of slides
- Present the following;
    - Need for the study.
    - Objectives of the study.
    - Industry Profile, Company Profile, Product Profile.
- Organizational Design
    - Structure
    - Growth
    - Culture
- SWOT Analysis
- Summary of findings, conclusions and suggestions.

Organizational Study of 6 credits – 150 marks			
Continuous Internal Assessment	60		
End Semester Evaluation	90		
CIA is calculated on		ESE is calculated on	
24 marks	OS Proposal	**30 marks**	Internal Evaluation
24 marks	Interim Report Review	**30 marks**	Oral Presentation + Viva
12 marks	Project Guide's prerogative	**30 marks**	External Evaluation