



INTERNSHIP 23MBSE614

COURSE HANDBOOK

MBA

COURSE CO-ORDINATOR: Assistant Professor Ms. Verina D'Souza

1. GENERAL INFORMATION

Introduction to Internship

Internships serve as a bridge between academic learning and professional experience, providing students with valuable industry exposure. This course is designed to immerse students in real-world business environments, allowing them to apply theoretical knowledge to practical situations. By engaging with an organization, students will gain a deeper understanding of business functions, industry challenges, and strategic decision-making.

For MBA students, internships play a crucial role in shaping their careers by offering hands-on experience in a corporate setting. They provide an opportunity to apply management theories in practical scenarios, helping students develop problem-solving and decision-making skills. Internships also allow students to explore different industries, understand business dynamics, and build professional networks that can enhance career prospects. Moreover, they serve as a stepping stone to full-time employment by demonstrating competency, adaptability, and industry readiness to potential employers.

This internship program is designed to equip students with the skills and knowledge required to navigate the corporate world effectively. Upon completion of this program, students will have developed a deeper understanding of business functions, gained practical experience, and enhanced their ability to contribute to an organization's success.

1.1 Course Objectives

- Acquaint the students to the work culture of the organization.
- Provide insights into the application of theoretical concepts to various functions of the organization.

1.2 Course Outcomes

CO1: Understand the policies, processes and functions of the organization.

CO2: Apply the theoretical concepts to various functions of the organization

CO3: Apply various business models and highlight its significance for organizational growth

CO4: Analyze the financial statements of the Company.

CO5: Apply findings to address business problems confronted by the organization.

2. The Course

2.1.Course Description

INTERNSHIP			
Semester	III	CIE Marks	50
Course Code	23MBSE614	SEE Marks	50
Teaching Hrs/Week (L:T:P)	0:0:10	Exam Hrs	03
Total Hrs	-	Credits	05

This 5-credit course is designed to enhance students' understanding of professional work ethics, problem-solving, and analytical skills. It provides insights into emerging market trends and develops strategic thinking essential for success in today's dynamic business environment. Throughout the 10-week duration, MBA students are required to complete an internship at a well-reputed organization, where they will gain valuable exposure to various functions, organizational culture, and codes of conduct. During this period, students are expected to maintain regular communication with their Internal Guide (faculty members), who will monitor their progress closely. Assessment for this course includes Continuous Internal Evaluation (CIE) worth 50 marks, which consists of three presentations conducted during the internship, along with a Semester-End Examination (SEE) for an additional 50 marks, including a viva voce.

1.1. Initiating Contact with Staff and Other Students

Each student is assigned a faculty member (internal guide) to oversee and support their internship progress. Students are required to provide weekly updates to their guide, who will review their work, answer queries and suggest any necessary changes. Additionally, students must present their progress at the end of the 3rd, 6th, and 10th weeks. These presentations will be evaluated as part of the Continuous Internal Evaluation (CIE).

1.2. Resources

To support your internship and related assessments like presentations, reports, and vivas, a wealth of resources is readily available. Beyond traditional books, you have access to dynamic tools such as digital libraries, e-learning platforms, and research databases. These resources—accessible anytime, anywhere via the college website, VTU Consortium, and platforms like NPTEL and NDLI—provide e-books, research papers, video lectures, and interactive tutorials. Leverage these tools to enhance your learning and excel in your internship experience.

The e-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

1.3. Staff

Course Convenor: Ms Verina D'Souza

Cabin: 3rd floor, PG Block

Email: verina@mite.ac.in;

1.4. Contents for Internship:

Chapter 1: Introduction to the Industry
Industry Profile, Background, Market share and growth rate, GDP contribution to Indian economy. Major players in the Industry. Competitors for the company. Industry performance, Benefits and challenges faced by the industry.
Chapter 2: Introduction to the Company
Company profile: Background, Nature of the business, Vision, mission, quality policy, Ownership Pattern, Achievements/Awards if any, Market share and growth, stock market presence, Future growth and Prospects.

Chapter 3: Company Product/Service Profile and operation
Product/Services offered by the company, Product/Service Analysis with best performing and underperforming products/services. Workflow model.
Chapter 4: Application of Models for Strategic Planning
McKinsey's 7 S model-Introduction to the model, Structure, Application of the McKinsey 7S Model for the company, Advantages and Benefits of the Model Porter's Five Force Model- Introduction to Model, Structure, Application of the model to the industry and analyze market competitiveness, Pros and Cons of the model
Chapter 5: PESTEL and SWOT Analysis
PESTEL analysis-Introduction, Structure, Application of PESTEL to the company, Learning for the company from PESTEL. Introduction to SWOT, Analysis of SWOT for the company, Suggestions to mitigate threats, seize opportunities, and work on weakness.
Chapter 6: Analysis of financial statements
Five years financial Statement Analysis with help of Ratios, P&L Analysis, Comparative Analysis.
Chapter 7: Findings, Conclusion
Highlight Major findings, identify an organization problem for further research, Relevance and Need for Study, Conclusion with Learning Experience, Bibliography, and Annexure.

2. ASSESSMENT

The assessment for the Internship is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

Continuous Internal Evaluation (CIE) consists of three presentations assessed by the internal guide and faculty for each student. . These presentations carry a maximum of 50 marks and form a key component of the CIE. Additionally, students must submit reports covering seven chapters within the stipulated deadlines. Adherence to deadlines is mandatory, and timely submission of reports is expected.

Semester End Examination (SEE) constitutes the remaining 50% of the total marks. It includes an assessment based on quality of the report and viva voce. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

Rubrics for Internship

Evaluation type	Particulars	Marks	Total marks
CIE	Presentation 1	10	50
	Presentation 2	20	
	Presentation 3	20	
SEE	Report Evaluation by the Guide	25	50
	Viva voce examination	25	