

MES Garware College of Commerce, Pune, India (Autonomous)
T. Y. BBA (NEP PATTERN 2023-24) SEMESTER – VI
COURSE CURRICULUM

Sr. No.	Course Code	Course Title	Credits	Page No.
MAJOR CORE (A)				
1	23BB6-A018	Cases in Marketing	4	2
2	23BB6-A028	Cases in Finance	4	4
3	23BB6-A038	Cases in HR	4	7
4	23BB6-A271	E-Commerce Technology	4	10
MAJOR ELECTIVE (B)				
5	23BB6-B291	International Relations	2	12
6	23BB6-B281	International Business Management	4	14
FP / OJT / CEP (E)				
7	23BB6-E301	Project and Internship - Marketing Specialization	4	18
8	23BB6-E302	Project and Internship - Finance Specialization	4	44
9	23BB6-E303	Project and Internship - HR Specialization	4	70
MINOR (F)				
10	23BB6-F311	Research Methodology	4	96
Total Credits			22	

Note : Click on the Course Code or Course Title to access the link to Course Details

Major Core (A)

Course Code: 23BB6-A018	Subject / Course: Cases in Marketing	Marks: 100 Credits: 4
Depth of the Course- Functional Working Knowledge Course Objectives: <ol style="list-style-type: none"> 1. To know the concept of case study and methods of attempting the cases. 2. To develop the ability about getting acquainted with the theory and its application in real life scenario. 		
Course Outcome: After completing the course, the student shall be able CO1: To Understand the basics of case study and its methodology. CO2: To acquaint with the cases and its application.		

Unit	Unit Title	Contents	No. of Lectures
I	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies 1.3 Guidelines for Case Studies & Cases	15
II	Areas of Case Study	2.1 Product Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods. 2.3 Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in SCM. 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC. 2.5 Extended Ps of Marketing Mix 2.6 New Product Development	23
III	Areas of Case Study	3.1 Product Extension and Product Diversification. 3.2 Traditional Marketing and Modern Marketing 3.3 Rural Marketing 3.4 Services Marketing 3.5 Organised & Unorganised Retail Marketing	22

Unit	Unit Title	Contents	No. of Lectures
		3.6 E Marketing and Digital Marketing 3.7 Green Marketing 3.8 Market Segmentation 3.9 Targeting Positioning and Niche Market	
Total No of Lectures			60

Suggested References:

Sr. No.	Name of Book	Author	Publication	Place
1	Marketing Management	Philip Kotler & keven lane keller	Pearson India	South Asia
2	Case Study Solutions Marketing	H. Kaushal	Lakshmi	New Delhi
3	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
4	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi
5	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
6	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford	New Delhi

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Course Code: 23BB6-A028	Subject / Course : Cases in Finance	Marks: 100 Credits: 4
Course Objectives : <ol style="list-style-type: none"> 1. To explain the concept of Working Capital Management, its importance, and its practical applications. 2. To analyze various Capital Budgeting Techniques and their role in investment decision-making. 3. To evaluate the factors affecting Capital Structure and the implications of under-capitalization and over-capitalization. 4. To assess the Cost of Capital and its components, including Equity Capital, Debt Capital, and Weighted Average Cost of Capital (WACC) 		
Course Outcome : After completing the Course, the students shall be able to: <p>CO1: Describe the concept of Working Capital Management and analyze case studies related to working capital decisions.</p> <p>CO2: Apply and analyze various Capital Budgeting Techniques such as Net Present Value, Internal Rate of Return, Average Rate of Return, and Payback Period for investment decision-making.</p> <p>CO3: Evaluate the concept of Capital Structure, its influencing factors, and the implications of under-capitalization and over-capitalization.</p> <p>CO4: Calculate the Cost of Capital, including Cost of Equity, Retained Earnings, and WACC, and apply it to financial decision-making.</p>		

Unit	Unit Title	Contents	No. of lectures
I	Working Capital Management	1.1 Working Capital: - Meaning, Importance 1.2 Cases on Working capital Management.	14
II	Capital Budgeting Techniques	2.1 Capital Budgeting- Meaning, Objectives, Importance 2.2 Capital Budgeting Techniques- Traditional Techniques and Modern Techniques:- Payback Period, Net present Value (NPV), Discounted Payback Period (DPP), Internal	18

Unit	Unit Title	Contents	No. of lectures
		Rate of Return (IRR), Average Rate of Return (ARR) (Practical Cases)	
III	Capital Structure	3.1 Capital Structure: Meaning, Importance, factors affecting Capital Structure. 3.2 Under-Capitalization: Meaning, Causes, Remedies 3.3 Over-Capitalization: Meaning, Causes, Remedies 3.4 Concept of Watered Capital.	16
IV	Cost of Capital	4.1 Cost of Capital: Meaning, Importance 4.2 Cost of Equity Capital, Retained earnings, Debt capital. 4.3 Concept of Weighted Average Cost of Capital (WACC) 4.4 Concept of Operating Leverage, Financial Leverage and Combined Leverage.	12
Total No of Lectures			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1.	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House
2.	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
3.	Corporate Financial Management	Glen Arnold	Pearson
4.	Indian Financial System	M.Y. Khan	Tata McGraw Hill

E – Learning Resources:

Sr No	Topic	Lectures (Available on YouTube / Swayam / MOOCs / etc.)	Journals / Articles / Case Studies
1	Working Capital Management	https://onlinecourses.nptel.ac.in/noc22_mg66/preview	https://www.researchgate.net/publication/216665316_Working_Capital_Management_and_Its_Impact_on_Profitability
2	Capital Budgeting Techniques	https://onlinecourses.nptel.ac.in/noc22_mg92/preview	https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html
3	Capital Structure	https://onlinecourses.nptel.ac.in/noc22_mg92/preview	https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html
4	Cost of Capital	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview	https://www.researchgate.net/publication/46461059_An_Introduction_to_the_Cost_of_Capital

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Course Code 23BB6-A038	Subject / Course : Cases in HR	Total Marks: 100 Credits: 4
Course Objectives : <ol style="list-style-type: none"> 1. To understand the application of theory into practice. 2. To Design critical thinking by making judgments related to problems in Case Studies of Human Resource. 3. To Assess the HR practice of Employee Compensation 4. To Evaluate the HR Practice of Performance Appraisal 		
Course Outcome : After completing the Course, the student shall be able to: <p>CO1: Understand the essence of the Case Study and the way of attempting or solving</p> <p>CO2: Develop critical thinking for solving Case Studies of Human Resource</p> <p>CO3: Get knowledge and Evaluate HR Practice of Employee Compensation</p> <p>CO4: Get knowledge and Assess HR Practice of Performance Appraisal</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies, 1.2 Characteristics & Importance of Case Studies, 1.3 Case Study analysis methodology (steps in Case Study Analysis) 1.4 Guidelines (Dos and Don'ts in Case Study Analysis).	12
II	Areas of Case Study	2.1 Functions of HRM 2.2 Challenges before HRM 2.3 Role of HR Manager 2.4 Job Analysis- Job Description, Job Specification, Job Evaluation, 2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection, 2.7 Training and Executive Development, 2.8 Sexual Harassment of Women at Workplace, 2.9 Workers Participation in Management, 2.10 Organizational Development, 2.11 Employee Record Management, 2.12 Organizational Development, 2.13 Employee Record Management,	20

Unit	Unit Title	Contents	No. of Lectures
		2.14 Individual Behavior, Group Behavior, Personality, 2.15 Values and Attitude, 2.16 Group Dynamics, Conflict Management,	
III	Employees compensation	3.1 Employee Compensation, 3.2 Career Planning, 3.3 Employee Morale, Job Satisfaction, 3.4 International HRM, E-HRM, 3.5 HR Policy 3.6 Legal issues related to HR in the Organization,	13
IV	Performance Appraisal	4.1 Performance Appraisal 4.2 Human Resource Information System, 4.3 Work from Home, Change Management 4.4 Out-Sourcing 4.5 Rights of an employee at the workplace	15
Total Number of Lectures			60

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication
1.	Case Study Solutions Human Resource Development	H. Kaushal	MacMillan
2.	Human Resource Management (Text and Cases)	S.S. Khanka	S. Chand
3.	Human resource Management Text and Cases	K. Aswathappa	McGraw Hill India
4	Cases in Human Resource Management	Himalaya Publication	Himalaya
5	Cases in Human Resource Management	David Kimball	SAGE Publications, Inc
6	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House

Suggested Web / E-learning Resources:

- <https://us.sagepub.com/en-us/nam/cases-in-human-resource-management/book249456>

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Course Code : 23BB6-A271	Subject / Course : E-Commerce Technology	Total Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept, importance, role, and various activities of E-Commerce. 2. To understand the role of IT infrastructure and the concept of digital currencies. 3. To understand the concept of digital payment systems, E-Marketing and its tools in E-Commerce. 4. To Understand the concept of data analytics in E-Commerce. 		
Course Outcome: After completing the course, the student shall be able to : <p>CO1: Understand the concept and role of E-Commerce business. To understand the concept of various business models used in E-Commerce.</p> <p>CO2: Understand the role of IT infrastructure in the development of E-commerce and understand the concept of digital currencies.</p> <p>CO3: Understand various modern digital payment systems used in E-commerce, e-marketing and multiple tools used in E-Commerce.</p> <p>CO4: Understand the concept of data analytics in AI and also analysis about the website designing in E-commerce.</p>		

Unit	Unit Title	Contents
I	Elements of E-Commerce	1.1 Introduction to E-Commerce, Meaning, nature, concepts, Advantages, disadvantages, and reasons for transacting online, types of E commerce -B2C, B2B, C2C, P2P, M Commerce, Issues in E Commerce and the lessons for future. 1.2 Technology Infrastructure for E Commerce. The internet, technology and standards, Marketing for E Commerce. Promoting the products and services, Internet marketing technologies, 1.3 Internet protocols. Types of browsers, Search engines and E mail, Bots, Emerging applications like streaming media, distributed computing, E-learning. 1.4 Marketing and branding strategies in E Commerce. Online marketing research
II	Security and Encryption in E-Commerce	2.1 E-commerce security environment: Need and Importance, (dimension, definition and scope of e-security) 2.2 Security threats in the E-commerce environment (security

Unit	Unit Title	Contents
		intrusions and breaches, attacking methods like hacking, sniffing, cyber- vandalism etc.), 2.3 Technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients 2.4 Online services and Internet Service Providers 2.5 HTML, CSS, and JavaScript Basics 2.6 Responsive Web Design (UI/UX Considerations) 2.7 CMS (WordPress, Shopify, Magento, WooCommerce)
III	IT Acts and E-Payment systems.	3.1 E-payment System: Models and methods of e-payments (Debit Card, Credit Card, UPI, Digital Wallets, Smart Cards, e-money), Digital signatures (procedure, working and legal position). 3.2 Payment gateways, Online banking (meaning, concepts, importance, electronic fund transfer), Risks involved in e-payments, Web transaction logs and customer profiling and targeting. 3.3 IT Act 2000: Definitions, Digital signature and electronic governance, Databases, Data mining Data warehousing, Data analysis, mailings and spam Digital copyrights and electronic publishing.
IV	Data Analytics & AI in E-Commerce & Website Designing.	4.1 Understanding Customer Behavior through Data Analytics 4.2 AI & Machine Learning in E-Commerce (Recommendation Engines, Chatbots), A/B Testing & Conversion Rate Optimization, Business Intelligence & Reporting 4.3 Blockchain in E-Commerce, AR/VR Shopping Experiences, Voice Commerce & IoT Integration, Sustainable & Green E-Commerce 4.4 Business Models in E Commerce, Emerging legal framework of E Commerce, Ethical Political and social Issues of E Commerce. 4.5 Designing, building, and launching e-commerce website (outsourcing vs. in-house development of a website), Developing and putting online a site. Domain registration, hiring web space, promoting the site to develop traffic. Delivery systems in E commerce and Logistics of delivery.
No of Lectures		51
No of Lectures for Evaluation		09
Total No of Lectures		60

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Major Elective (B)

Course Code: 23BB6-B291	Subject / Course : International Relations	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none"> 1. To understand the fundamental principles of international relations and global trade. 2. To analyze the impact of regional economic integrations on global trade. 3. To evaluate socio-cultural and political factors influencing international trade. 4. To develop critical thinking and decision-making skills regarding global trade policies. 		
Course Outcome: After completing the course, the student shall be able to - <p>CO1: Define and describe key concepts in international relations.</p> <p>CO2: Analyze real-world trade agreements and economic policies.</p> <p>CO3: Examine the effects of globalization, protectionism, and regional integrations.</p> <p>CO4: Propose solutions for international trade conflicts and policy improvements.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Overview of International Relations and Regional Economic Integrations	1.1 Meaning, scope, objective and principles of international relations 1.2 Economic Relations 1.3 Socio –Cultural Relations 1.4 Legal Relations 1.5 Technological Relations 1.6 Concept of Regional Economic Integration 1.7 EU, NAFTA, SAFTA, OECD, BRICS, APTA	16
II	International Trade Relations, Development and Dynamics	2.1 Instruments of Trade Policy 2.1.1. Tariffs 2.1.2. Subsidies 2.1.3. Quotas 2.2 Dumping – Meaning and Antidumping policies 2.3 Free Trade Agreements 2.4 Dynamics of International Trade 2.4.1. Labour mobility	14

Unit	Unit Title	Contents	No. of Lectures
		2.4.2. Trade liberalization 2.4.3. Protectionism, 2.5 Emergence of Deglobalization 2.6 Role of MNCs in the global economy	
Total No of Lectures			30

Suggested Readings :

Sr. No.	Name of the Book	Author	Publication
1	International Economics	W. Charles Sawyer, Richard L. Sprinkle	Prentice Hall India, New Delhi
2	International Business – Competing in the Global Market place	Charles Hill, Arun Kumar Jain	TATA McGraw Hill, New Delhi
3	The Global Business Environment Text & cases.	Tayeb, Monis H	Taxmann, New Delhi

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the course	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1	Regional Economic Integration with India & their agreements	https://commerce.gov.in/international-trade/trade-agreements/	--	--
2	Theories of International Relations	--	--	E-Book - Contending Theories of International Relations by James E. Dougherty/ Robert L. Pfaltzgraff, Jr
3	Overview of International Relations	--	--	https://journals.sagepub.com/home/ire

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Course Code: 23BB6-B281	Subject / Course : International Business Management	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. Provide students with a fundamental understanding of international business, market entry strategies, and the impact of globalization on the economy. 2. Equip students with knowledge of international trade policies, trade barriers, India's foreign trade composition, key trade theories, and export promotion schemes. 3. Develop an understanding of exchange rate systems, international corporations, foreign investments (FDI & FII), international payment methods, and trade balances. 4. Familiarize students with international economic zones and the role of global organizations like WTO, World Bank, and IMF in regulating global trade and economic stability. 		
Course Outcome: After completing the course, the student shall be able to: <p>CO1: Understand international business concepts, market entry strategies, and globalization's economic impact.</p> <p>CO2: Analyse international trade policies, trade barriers, India's foreign trade, key trade theories, and export promotion schemes.</p> <p>CO3: Explain exchange rate mechanisms, international corporations, foreign investments (FDI & FII), international payments, and trade balances.</p> <p>CO4: Evaluate international economic zones and the role of global organizations like WTO, World Bank, and IMF in global trade and stability.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to International Business Management	1.1 Meaning, Nature and Scope of International Business 1.2 Differences between Domestic and International Business 1.3 Modes of Entry into International Markets Globalization – Concept, Drivers, Effects on Economy, Advantages and Challenges	15
II	International Trade	2.1 International Trade Policy – Free and Protectionist	15

Unit	Unit Title	Contents	No. of Lectures
		2.2 Trade Barriers: Tariff and Non-Tariff Barriers, 2.3 Composition and Direction of India's Foreign Trade since 2000 2.4 International Trade Theories and its applications- Adam Smith's Absolute Cost Advantage Theory, Ricardo's Comparative Cost Advantage Theory, Heckscher Ohlin Theory, Michael Porter's Diamond Model 2.5 Export Promotion Schemes	
III	International Finance	3.1 Meaning of Exchange Rate, Determination of Exchange Rate – Fixed, flexible and managed float 3.2 Concept of Spot Rate, Forward Rate 3.3 International Corporation – Meaning, Types (MNC and TNC), Scope and Nature, Role 3.4 Foreign Investment: FDI and FII – Meaning, Nature and its Role in Economic Development 3.5 Methods of International Payments – SWIFT 3.6 Balance of Trade and Balance of Payment – Concept, Structure and Importance	15
IV	Trade Blocks and International Economic & Financial Institutions	4.1 Trade Blocks - European Union, OECD, OPEC, RCEP, BRICS, ASEAN, etc. 4.2 India and Trade Agreements: - Asia Pacific Trade Agreements, ASEAN, BIMSTEC, SAFTA etc. 4.3 WTO: Objectives, Functions, Organisation and Key Agreements 4.4 World Bank: Objectives, Organisation and Functions 4.5 IMF: Objectives, Organisation and Functions, Concept of SDR	15
Total No of Lectures			60

Suggested Readings :

Sr. No.	Name of the Book	Author	Publication	Place
1	International Economics	Salvatore D. L.	Wiley Publications	USA
2	International Economics	D. M. Mathani	Macmillan Press Ltd. 1981	New Delhi
3	International Economics	Paul Crugman	McGraw hill Companies	New Delhi
4	International Economics	M. L. Jhingan	Vrinda Publications	New Delhi
5	International Business	John Danial, Lee Rodebaugh, Danial Sullivan, Prashant Salwan	Pearson	--
6	International Business	Fransis Cherunilam	McGraw hill	New Delhi
7	Fundamentals of International Business	Czinkota, Ronkanen, Moffeatt	John Wiley & Sons Australia Ltd	Australia
8	International Business Text and Cases	P. Subba Rao	Himalaya Publishing House	New Delhi
9	International Business	K. Aswarhappa	McGraw Hill Companies	New Delhi

Suggested Web / E-Learning Resources:

Sr. No.	Topic	Link
1	IIT Roorkee lecture	https://youtu.be/wFd8EgVNIJE
2	Certificate Course by IIT Roorkee:	https://youtube.com/playlist?list=PLLy_2iUCG87AV6gOQl5-GtZJfLoCBGHb

Sr. No.	Topic	Link
3	International Business Course by Swayam:	https://youtu.be/dqH9SwPcXaY
4	Movie: Rise of the WTO	https://youtu.be/fc_H2FQ6g68
5	Movie: The deceptive promise of free trade	https://youtu.be/DnW9ZQtI1_E
6	WTO Agreements	https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm1_e.htm

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FP / OJT / CEP (E)

Course Code: 23BB6-E301	Subject / Course : Project and Internship Marketing Specialization	Marks: 100 Credits: 4
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Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, the College has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship programme will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The Placement Cell has established a pool of network with various business establishments that are willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Programme

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under NEP System need to undergo 'Internship Programme'. The internship programme is compulsory.

Nature of Internship Programme

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the University. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- a. The internship is of four credits in the VI semester
- b. Internship will be of minimum sixty clock hours.
- c. The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- d. The Internship Programme shall be part-time or full-time depending on the nature of jobs
- e. Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- f. A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- g. The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h. A student is solely responsible for his behavior in the business establishment during the Internship Programme.

i. Types of Internships :

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The College has signed MOUs for internships. Apart from that, the colleges have collaborative associations with MCCIA, Janata Sahakari Bank Ltd, and with various commercial and non-commercial, NGO's, enterprises, offices and industry, etc.

Guidelines for Teachers

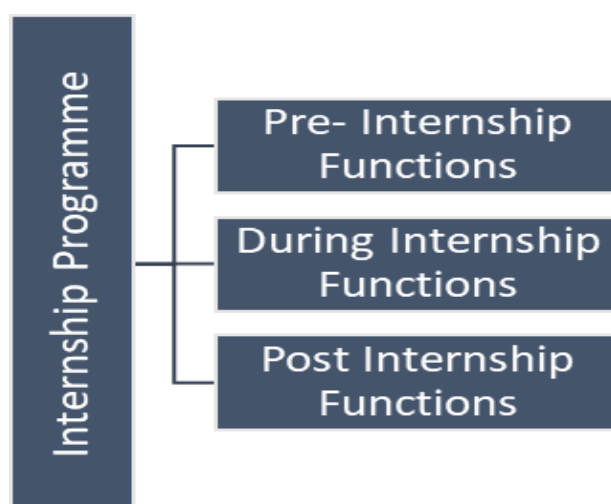
Teachers' contribution in planning and implementation of Internship Programme is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Programme a flagship initiative.

Meaningful execution of the Internship Programme will add significant value not only to the skill set of students but will enhance institutional image to a significant extent

The college teachers should encourage offering the internship to the students. It will make the students aware of the programme along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Programme, the Placement Cell constitutes an ‘Internship Programme Execution Cell. The cell will plan and implement the Internship Programme according to the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the programme at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Programme is divided into three sections:



Pre- Internship Functions -

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Programme Execution Cell:

The concerned department needs to institute ‘Internship Programme Execution Cell’. The composition of the cell will be as below:

- Principal of the college : Chairman

- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s) : Member
- Student representative : Member

Following are the functions of the cell:

- a. Preparation of exhaustive outline of the Internship Programme.
- b. Communication of the outline to the concerned students well in advance.
- c. Contacting concerned companies/ establishments and organisation of meetings to finalize the programme.
- d. Preparation of subject wise 'Hands- on training contents list'(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Programme for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students' issues related to Internship Programme.
- h. Establishment of 'Feedback Mechanism' for both students and Internship providing companies.
- i. Preparation of 'Progress Card' to record the progress of students during the Internship Programme.

2. ‘Soft Skill Development Programme’

The concerned department needs to organize sessions on ‘soft skills development in association with the ‘Soft Skills Development Cell’ of the college. This programme will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a ‘Cluster’ to implement Internship Programme jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the programme is implemented through clusters.

4. Credits and Duration

Four credits are allotted to ‘Internship Programme’ for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed Internship registration process

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organisation where the internship is proposed to be carried out.
2.	Details of the organisation, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Programme.
6.	List of the skills that he/she is planning to acquire during Internship Programme.
7.	A brief note on how the Internship Programme may benefit him/her to better develop skills in his / her subject.
8.	A note on the preparation done by the student before joining the Internship Programme. This note may include the following: a) Completion of soft skills program, b) Completion of a certificate / diploma in related area, c) Previous job experience in related area.
9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organisation about the proposed work.
10.	Proposed outcome of the Internship Programme

- Students may add more slides providing additional information about the proposed Internship Programme.

- The evaluation of the proposed Internship Programme is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

1. The students are expected to maintain a register which will be monitored by teachers on regular intervals.
2. Internship record / log register : - will contain
 - i. College name
 - ii. Course details
 - iii. Name of the student
 - iv. Roll number and Contact details
 - v. Name of the organization
 - vi. Details of the organisation, i.e. nature of business , department /section
 - vii. Name of the reporting authority / concerned department head.
 - viii. Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters -

- a) Regularity / punctuality of student
- b) Behavior / soft skills
- c) Inclination to learn new things

- d) Ability to put theory into practice
- e) Ability to take initiative for problem solving
- f) Commitment to the assigned task
- g) Overall progress and performance (Whether satisfactory or not)
- h) Overall feedback
- i) Work Completion certificate

Post – Internship Functions

- After the students have successfully completed the Internship Programme, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the programme.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Programme in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Credits – 4

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Programme.
2. The student will prepare a presentation based on the work performed by him/ her during the internship programme.

3. The student is supposed to prepare a PowerPoint Presentation
4. The evaluation panel will consist of one internal and one external examiner.
Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student
 - Soft skills / communication skills developed by the student
 - Outcome of the Internship Programme
 - Feedback received from the Internship Providing organisation
 - Value addition in the overall knowledge of the student
 - Quality and contents of the presentation
 - Contribution of the student towards the organization
- Format of Slide wise presentation of work performed by the student during the Internship programme is given below.

Slide No.	Contents
1.	Name of the organisation where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Programme.
3.	Allocation of 60 hours of Internship Programme
4.	List of the officers and the staff members of the Internship Providing organisation with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Programme
7.	Actual work performed during the Internship Programme

8.	Skills learnt during the Internship Programme
9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organisation, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	Opinion of the student about the following - <ol style="list-style-type: none"> 1. Utility of the Internship Programme 2. Adequacy of the time allotted for programme 3. Suggestions for improvement in the syllabus 4. Will the programme improve employability? 5. Suggestions to make the internship programme more meaningful and effective 6. Overall feedback about the internship experience 7. Any other information

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Programme:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

- a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.
- b. The evaluation is to be done on the basis of:
 - i. Regularity and punctuality
 - ii. Actual work performed
 - iii. Feedback by the internship providing organisation
 - iv. Nature of contribution made
 - v. Skills learnt
 - vi. Problem solving initiative taken
 - vii. Learning attitude.
- c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Programme

- 1. Letter to Internship Providing Organisation for inclusion of students**
- 2. Undertaking from student about his/ her behaviour to the college**
- 3. Undertaking from student about his/ her behaviour to the organisation**
- 4. Log Sheet of work performed during internship**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organisation**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,
The Manager(HR),
- ----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Programme...

Madam / Sir,

Savitribai Phule Pune University has introduced ‘Internship Programme’ for Third Year BBA/ BBA(IB) Students in its revised syllabus.

The purpose of the internship programme is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organisation.

We would appreciate if you could provide exposure of the following business activities to these students:-

**Mention here the key contents of the discipline specific special
Subject selected by the student**

We look forward to a mutually rewarding academic association with your organisation.

Thank you.

Sincerely,

Coordinator, Principal

Internship Programme

UNDERTAKING FROM STUDENT

- 1. Name of the Student :**
- 2. Class : T.Y.B.B.A / B.B.A. IB**
- 3. Division and Roll Number :**
- 4. Present address :**
- 5. Permanent address :**
- 6. Contact Number :**
- 7. Contact Number (Parent) :**
- 8. Email ID :**

To,
The Principal,
----- College, -----

Subject : Undertaking

Respected Madam / Sir,

I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----
---- (Name of the organisation) for my sixty hours internship programme during -----
to -----.

I assure that I will follow all the rules and instruction issued by the internship providing organisation. I will be responsible for my behavior and performance during the internship period.

Thank you.

Yours obediently,

(Name & Signature of parent) (Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

- ----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organisation for my sixty hours internship programme during -----to --.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely, (Name & signature of the student)

Date :

Place

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

1. Name of the Student :
2. Name of the College : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Address :
5. Contact Number :
6. Email ID :
7. Special Subject :
8. Internship start date :
9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship programme assigned to him.



**Name & Signature of
supervisor**

**Name & signature
of manager**

**Name & signature of
section in charge**

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours _ _ _ _ _ Internship Programme' in this organisation.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands-on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organisations

I wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature

(Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the internship process. Thank you.

Coordinator- Internship Programme

Internship Programme feedback form

Sr. No.	Particulars		Details
1)	Name of the Supervisor/ Officer	:	
2)	Department	:	
3)	Designation	:	
4)	Name of the Student	:	
5)	Name of the College	:	
6)	Roll Number	:	
7)	Special Subject	:	

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship programme more productive and effective.

1.

2.

3.

4.

5.

Part D – Changes required in the curriculum to improve employability of students.

1. -----
2. -----
3. -----
4. -----
5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review:



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship programme in a satisfactory manner	
10.	The Internship Programme is very useful to enrich my knowledge	

Please give your suggestions to make the internship programme more productive and effective.

1. -----

2. -----

3. -----

Please give your overall feedback about your experience during the internship (Not mentioned above).

Signature & Name of the student with date

•

Course Code: 23BB6-E302	Subject / Course : Project and Internship Finance Specialization	Marks: 100 Credits: 4
------------------------------------------	-----------------------------------------------------------------------------------	----------------------------------------

Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, the College has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship programme will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The Placement Cell has established a pool of network with various business establishments that are willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Programme

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under NEP System need to undergo 'Internship Programme'. The internship programme is compulsory.

Nature of Internship Programme

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the University. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- a. The internship is of four credits in the VI semester
- b. Internship will be of minimum sixty clock hours.
- c. The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- d. The Internship Programme shall be part-time or full-time depending on the nature of jobs
- e. Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- f. A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- g. The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h. A student is solely responsible for his behavior in the business establishment during the Internship Programme.

i. Types of Internships :

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The College has signed MOUs for internships. Apart from that, the colleges have collaborative associations with MCCIA, Janata Sahakari Bank Ltd, and with various commercial and non-commercial, NGO's, enterprises, offices and industry, etc.

Guidelines for Teachers

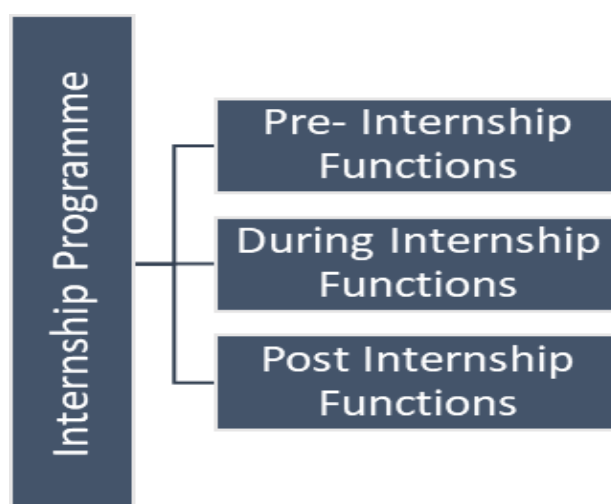
Teachers' contribution in planning and implementation of Internship Programme is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Programme a flagship initiative.

Meaningful execution of the Internship Programme will add significant value not only to the skill set of students but will enhance institutional image to a significant extent

The college teachers should encourage offering the internship to the students. It will make the students aware of the programme along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Programme, the Placement Cell constitutes an ‘Internship Programme Execution Cell. The cell will plan and implement the Internship Programme according to the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the programme at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Programme is divided into three sections:



Pre- Internship Functions -

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Programme Execution Cell:

The concerned department needs to institute ‘Internship Programme Execution Cell’. The composition of the cell will be as below:

- Principal of the college : Chairman

- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s) : Member
- Student representative : Member

Following are the functions of the cell:

- a. Preparation of exhaustive outline of the Internship Programme.
- b. Communication of the outline to the concerned students well in advance.
- c. Contacting concerned companies/ establishments and organisation of meetings to finalize the programme.
- d. Preparation of subject wise 'Hands- on training contents list'(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Programme for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students' issues related to Internship Programme.
- h. Establishment of 'Feedback Mechanism' for both students and Internship providing companies.
- i. Preparation of 'Progress Card' to record the progress of students during the Internship Programme.

2. ‘Soft Skill Development Programme’

The concerned department needs to organize sessions on ‘soft skills development in association with the ‘Soft Skills Development Cell’ of the college. This programme will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a ‘Cluster’ to implement Internship Programme jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the programme is implemented through clusters.

4. Credits and Duration

Four credits are allotted to ‘Internship Programme’ for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed Internship registration process

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organisation where the internship is proposed to be carried out.
2.	Details of the organisation, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Programme.
6.	List of the skills that he/she is planning to acquire during Internship Programme.
7.	A brief note on how the Internship Programme may benefit him/her to better develop skills in his / her subject.
8.	A note on the preparation done by the student before joining the Internship Programme. This note may include the following: a) Completion of soft skills program, b) Completion of a certificate / diploma in related area, c) Previous job experience in related area.
9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organisation about the proposed work.
10.	Proposed outcome of the Internship Programme

- Students may add more slides providing additional information about the proposed Internship Programme.

- The evaluation of the proposed Internship Programme is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

1. The students are expected to maintain a register which will be monitored by teachers on regular intervals.
2. Internship record / log register : - will contain
 - i. College name
 - ii. Course details
 - iii. Name of the student
 - iv. Roll number and Contact details
 - v. Name of the organization
 - vi. Details of the organisation, i.e. nature of business , department /section
 - vii. Name of the reporting authority / concerned department head.
 - viii. Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters -

- a) Regularity / punctuality of student
- b) Behavior / soft skills
- c) Inclination to learn new things

- d) Ability to put theory into practice
- e) Ability to take initiative for problem solving
- f) Commitment to the assigned task
- g) Overall progress and performance (Whether satisfactory or not)
- h) Overall feedback
- i) Work Completion certificate

Post – Internship Functions

- After the students have successfully completed the Internship Programme, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the programme.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Programme in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Credits – 4

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Programme.
2. The student will prepare a presentation based on the work performed by him/ her during the internship programme.

3. The student is supposed to prepare a PowerPoint Presentation
4. The evaluation panel will consist of one internal and one external examiner.
Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student
 - Soft skills / communication skills developed by the student
 - Outcome of the Internship Programme
 - Feedback received from the Internship Providing organisation
 - Value addition in the overall knowledge of the student
 - Quality and contents of the presentation
 - Contribution of the student towards the organization
- Format of Slide wise presentation of work performed by the student during the Internship programme is given below.

Slide No.	Contents
1.	Name of the organisation where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Programme.
3.	Allocation of 60 hours of Internship Programme
4.	List of the officers and the staff members of the Internship Providing organisation with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Programme
7.	Actual work performed during the Internship Programme

8.	Skills learnt during the Internship Programme
9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organisation, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	Opinion of the student about the following - <ol style="list-style-type: none"> 1. Utility of the Internship Programme 2. Adequacy of the time allotted for programme 3. Suggestions for improvement in the syllabus 4. Will the programme improve employability? 5. Suggestions to make the internship programme more meaningful and effective 6. Overall feedback about the internship experience 7. Any other information

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Programme:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

- a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.
- b. The evaluation is to be done on the basis of:
 - i. Regularity and punctuality
 - ii. Actual work performed
 - iii. Feedback by the internship providing organisation
 - iv. Nature of contribution made
 - v. Skills learnt
 - vi. Problem solving initiative taken
 - vii. Learning attitude.
- c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Programme

- 1. Letter to Internship Providing Organisation for inclusion of students**
- 2. Undertaking from student about his/ her behaviour to the college**
- 3. Undertaking from student about his/ her behaviour to the organisation**
- 4. Log Sheet of work performed during internship**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organisation**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,
The Manager(HR),
- ----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Programme...

Madam / Sir,

Savitribai Phule Pune University has introduced ‘Internship Programme’ for Third Year BBA/ BBA(IB) Students in its revised syllabus.

The purpose of the internship programme is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organisation.

We would appreciate if you could provide exposure of the following business activities to these students:-

**Mention here the key contents of the discipline specific special
Subject selected by the student**

We look forward to a mutually rewarding academic association with your organisation.

Thank you.

Sincerely,

Coordinator, Principal

Internship Programme

UNDERTAKING FROM STUDENT

- 1. Name of the Student** :
- 2. Class** : **T.Y.B.B.A / B.B.A. IB**
- 3. Division and Roll Number** :
- 4. Present address** :
- 5. Permanent address** :
- 6. Contact Number** :
- 7. Contact Number (Parent)** :
- 8. Email ID** :

To,
The Principal,
----- College, -----

Subject : Undertaking

Respected Madam / Sir,

I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----
---- (Name of the organisation) for my sixty hours internship programme during -----
to -----.

I assure that I will follow all the rules and instruction issued by the internship providing organisation. I will be responsible for my behavior and performance during the internship period.

Thank you.

Yours obediently,

(Name & Signature of parent) (Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

- ----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organisation for my sixty hours internship programme during -----to --.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely, (Name & signature of the student)

Date :

Place

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

1. Name of the Student :
2. Name of the College : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Address :
5. Contact Number :
6. Email ID :
7. Special Subject :
8. Internship start date :
9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship programme assigned to him.



**Name & Signature of
supervisor**

**Name & signature
of manager**

**Name & signature of
section in charge**

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours _ _ _ _ _ Internship Programme' in this organisation.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands- on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organisations

I wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature

(Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the internship process. Thank you.

Coordinator- Internship Programme

Internship Programme feedback form

Sr. No.	Particulars		Details
1)	Name of the Supervisor/ Officer	:	
2)	Department	:	
3)	Designation	:	
4)	Name of the Student	:	
5)	Name of the College	:	
6)	Roll Number	:	
7)	Special Subject	:	

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship programme more productive and effective.

1.

2.

3.

4.

5.

Part D – Changes required in the curriculum to improve employability of students.

1. -----
2. -----
3. -----
4. -----
5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review:



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship programme in a satisfactory manner	
10.	The Internship Programme is very useful to enrich my knowledge	

Please give your suggestions to make the internship programme more productive and effective.

1. -----
2. -----
3. -----

Please give your overall feedback about your experience during the internship (Not mentioned above).

Signature & Name of the student with date

•

Course Code: 23BB6-E303	Subject / Course : Project and Internship HR Specialization	Marks: 100 Credits: 4
------------------------------------------	------------------------------------------------------------------------------	----------------------------------------

Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, the College has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship programme will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The Placement Cell has established a pool of network with various business establishments that are willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Programme

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under NEP System need to undergo 'Internship Programme'. The internship programme is compulsory.

Nature of Internship Programme

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the University. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- a. The internship is of four credits in the VI semester
- b. Internship will be of minimum sixty clock hours.
- c. The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- d. The Internship Programme shall be part-time or full-time depending on the nature of jobs
- e. Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- f. A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- g. The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h. A student is solely responsible for his behavior in the business establishment during the Internship Programme.

i. Types of Internships :

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The College has signed MOUs for internships. Apart from that, the colleges have collaborative associations with MCCIA, Janata Sahakari Bank Ltd, and with various commercial and non-commercial, NGO's, enterprises, offices and industry, etc.

Guidelines for Teachers

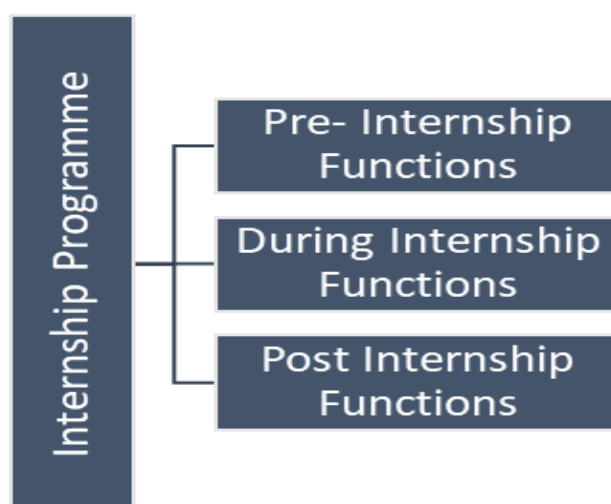
Teachers' contribution in planning and implementation of Internship Programme is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Programme a flagship initiative.

Meaningful execution of the Internship Programme will add significant value not only to the skill set of students but will enhance institutional image to a significant extent

The college teachers should encourage offering the internship to the students. It will make the students aware of the programme along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Programme, the Placement Cell constitutes an ‘Internship Programme Execution Cell. The cell will plan and implement the Internship Programme according to the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the programme at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Programme is divided into three sections:



Pre- Internship Functions -

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Programme Execution Cell:

The concerned department needs to institute ‘Internship Programme Execution Cell’. The composition of the cell will be as below:

- Principal of the college : Chairman

- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s) : Member
- Student representative : Member

Following are the functions of the cell:

- a. Preparation of exhaustive outline of the Internship Programme.
- b. Communication of the outline to the concerned students well in advance.
- c. Contacting concerned companies/ establishments and organisation of meetings to finalize the programme.
- d. Preparation of subject wise 'Hands- on training contents list'(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Programme for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students' issues related to Internship Programme.
- h. Establishment of 'Feedback Mechanism' for both students and Internship providing companies.
- i. Preparation of 'Progress Card' to record the progress of students during the Internship Programme.

2. ‘Soft Skill Development Programme’

The concerned department needs to organize sessions on ‘soft skills development in association with the ‘Soft Skills Development Cell’ of the college. This programme will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a ‘Cluster’ to implement Internship Programme jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the programme is implemented through clusters.

4. Credits and Duration

Four credits are allotted to ‘Internship Programme’ for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed Internship registration process

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organisation where the internship is proposed to be carried out.
2.	Details of the organisation, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Programme.
6.	List of the skills that he/she is planning to acquire during Internship Programme.
7.	A brief note on how the Internship Programme may benefit him/her to better develop skills in his / her subject.
8.	A note on the preparation done by the student before joining the Internship Programme. This note may include the following: a) Completion of soft skills program, b) Completion of a certificate / diploma in related area, c) Previous job experience in related area.
9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organisation about the proposed work.
10.	Proposed outcome of the Internship Programme

- Students may add more slides providing additional information about the proposed Internship Programme.

- The evaluation of the proposed Internship Programme is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

1. The students are expected to maintain a register which will be monitored by teachers on regular intervals.
2. Internship record / log register : - will contain
 - i. College name
 - ii. Course details
 - iii. Name of the student
 - iv. Roll number and Contact details
 - v. Name of the organization
 - vi. Details of the organisation, i.e. nature of business , department /section
 - vii. Name of the reporting authority / concerned department head.
 - viii. Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters -

- a) Regularity / punctuality of student
- b) Behavior / soft skills
- c) Inclination to learn new things

- d) Ability to put theory into practice
- e) Ability to take initiative for problem solving
- f) Commitment to the assigned task
- g) Overall progress and performance (Whether satisfactory or not)
- h) Overall feedback
- i) Work Completion certificate

Post – Internship Functions

- After the students have successfully completed the Internship Programme, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the programme.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Programme in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Credits – 4

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Programme.
2. The student will prepare a presentation based on the work performed by him/ her during the internship programme.

3. The student is supposed to prepare a PowerPoint Presentation
4. The evaluation panel will consist of one internal and one external examiner.
Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student
 - Soft skills / communication skills developed by the student
 - Outcome of the Internship Programme
 - Feedback received from the Internship Providing organisation
 - Value addition in the overall knowledge of the student
 - Quality and contents of the presentation
 - Contribution of the student towards the organization
- Format of Slide wise presentation of work performed by the student during the Internship programme is given below.

Slide No.	Contents
1.	Name of the organisation where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Programme.
3.	Allocation of 60 hours of Internship Programme
4.	List of the officers and the staff members of the Internship Providing organisation with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Programme
7.	Actual work performed during the Internship Programme

8.	Skills learnt during the Internship Programme
9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organisation, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	Opinion of the student about the following - <ol style="list-style-type: none"> 1. Utility of the Internship Programme 2. Adequacy of the time allotted for programme 3. Suggestions for improvement in the syllabus 4. Will the programme improve employability? 5. Suggestions to make the internship programme more meaningful and effective 6. Overall feedback about the internship experience 7. Any other information

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Programme:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

- a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.
- b. The evaluation is to be done on the basis of:
 - i. Regularity and punctuality
 - ii. Actual work performed
 - iii. Feedback by the internship providing organisation
 - iv. Nature of contribution made
 - v. Skills learnt
 - vi. Problem solving initiative taken
 - vii. Learning attitude.
- c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Programme

- 1. Letter to Internship Providing Organisation for inclusion of students**
- 2. Undertaking from student about his/ her behaviour to the college**
- 3. Undertaking from student about his/ her behaviour to the organisation**
- 4. Log Sheet of work performed during internship**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organisation**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,
The Manager(HR),
- ----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Programme...

Madam / Sir,

Savitribai Phule Pune University has introduced 'Internship Programme' for Third Year BBA/ BBA(IB) Students in its revised syllabus.

The purpose of the internship programme is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organisation.

We would appreciate if you could provide exposure of the following business activities to these students:-

**Mention here the key contents of the discipline specific special
Subject selected by the student**

We look forward to a mutually rewarding academic association with your organisation.

Thank you.

Sincerely,

Coordinator, Principal

Internship Programme

UNDERTAKING FROM STUDENT

1. Name of the Student :
2. Class : T.Y.B.B.A / B.B.A. IB
3. Division and Roll Number :
4. Present address :
5. Permanent address :
6. Contact Number :
7. Contact Number (Parent) :
8. Email ID :

To,
The Principal,
----- College, -----

Subject : Undertaking

Respected Madam / Sir,

I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----
---- (Name of the organisation) for my sixty hours internship programme during -----
to -----.

I assure that I will follow all the rules and instruction issued by the internship providing organisation. I will be responsible for my behavior and performance during the internship period.

Thank you.

Yours obediently,

(Name & Signature of parent) (Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

- ----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organisation for my sixty hours internship programme during -----to --.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely, (Name & signature of the student)

Date :

Place

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

1. Name of the Student :
2. Name of the College : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Address :
5. Contact Number :
6. Email ID :
7. Special Subject :
8. Internship start date :
9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship programme assigned to him.



**Name & Signature of
supervisor**

**Name & signature
of manager**

**Name & signature of
section in charge**

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours _ _ _ _ _ Internship Programme' in this organisation.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands- on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organisations

I wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature

(Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the internship process. Thank you.

Coordinator- Internship Programme

Internship Programme feedback form

Sr. No.	Particulars		Details
1)	Name of the Supervisor/ Officer	:	
2)	Department	:	
3)	Designation	:	
4)	Name of the Student	:	
5)	Name of the College	:	
6)	Roll Number	:	
7)	Special Subject	:	

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship programme more productive and effective.

1.

2.

3.

4.

5.

Part D – Changes required in the curriculum to improve employability of students.

1. -----
2. -----
3. -----
4. -----
5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review:



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship programme in a satisfactory manner	
10.	The Internship Programme is very useful to enrich my knowledge	

Please give your suggestions to make the internship programme more productive and effective.

1. -----
2. -----
3. -----

Please give your overall feedback about your experience during the internship (Not mentioned above).

Signature & Name of the student with date

•

Minor (F)

Course Code: 23BB6-F311	Subject / Course : Research Methodology	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To Understand the fundamental concepts of research, its significance, types, and methodology in business research. 2. To Recognize the basic framework of the identification of various sources of information for data collection. 3. To Recognize various Designs, Tools and Techniques of Research Study. 4. To Understand the process of Data Interpretation, conducting Research work, writing Research Paper and writing Research Project Report. 		
Course Outcome: After completing the course, the student shall be able to: <p>CO1: Describe the Fundamentals concepts of Research, its significance, types and methodology.</p> <p>CO2: Understand the features, process and types of Research Design and Research Sampling.</p> <p>CO3: Assess the Methods of Data Collection, Processing and Analysis of Data.</p> <p>CO4: Understand the process of Data Interpretation and Demonstrate the skills of conducting Research work, Writing of Research Paper and preparing Research Project Report.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Research	1.1 Introduction to Research- 1.2 The Role of Business Research 1.3 Objectives of Research, 1.4 Types of Research, 1.5 Significance of Research, 1.6 Research Process, 1.7 Criteria of Good Research, 1.8 Challenges before Researchers in India. 1.9 Meaning of Research Methodology. 1.10 Concept of Research Problem,	14

Unit	Unit Title	Contents	No. of Lectures
		1.11 Techniques to Define Research Problem	
II	Research Design and Research Sampling	2.1 Meaning & concept of Research Design, 2.2 Need for Research Design, 2.3 Features of a Good Design, 2.4 Types of Research Design 2.5 Framing of objectives 2.6 Framing of Hypotheses 2.7 Concept of Research Sampling, 2.8 Pilot survey – key concept 2.9 Steps in Sampling Design, 2.10 Types of Sampling, 2.11 Determination of Sampling Size	16
III	Methods of Data Collection and Processing and Analysis of Data	3.1 Collection of Primary Data- 3.2 Meaning and definition of Primary Data, 3.3 Advantages and Limitations of Primary Data, 3.4 Methods of Collecting Primary Data: 3.4.1 Observation Method, 3.4.2 Interview Method, 3.4.3 Questionnaire Method, 3.4.4 Scheduling/ Schedule Method 3.4.5 Other Methods 3.5 Collection of Secondary Data- 3.5.1 Meaning and definition of Secondary Data, 3.5.2 Advantages and Limitations of Secondary Data, 3.5.3 Sources of collecting Secondary Data 3.6 Data Processing – 3.6.1 Editing, 3.6.2 Codification, 3.6.3 Classification, 3.6.4 Tabulation, 3.6.5 Scaling & Measurement 3.7 Data Analysis- 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis, 3.7.3 Methods of Data Analysis	18
IV	Interpretation and Report Writing	4.1 Interpretation- 4.1.1 Meaning of Interpretation,	12

Unit	Unit Title	Contents	No. of Lectures
		4.1.2 Need of Interpretation, 4.1.3 Techniques of Interpretation, 4.1.4 Precaution in Interpretation 4.2 Report Writing – 4.2.1 Significance of Report Writing, 4.2.2 Steps in Writing Report, 4.2.3 The layout of the Research Report 4.3 Research Paper Writing– 4.3.1 Meaning of Research Paper, 4.3.2 Structure of Research paper, 4.3.3 Referencing Styles 4.3.4 Ethics in Report Writing and Research Paper Writing	
Total No of Lectures			60

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH	--	New Delhi
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	--	New Delhi
3	Research Methodology: Methods and Techniques	K. C.Kothari	New Age International Publication	--	New Delhi
4	Business Research Methodology.	J. K. Sachdeva	Himalaya Publication)	--	New Delhi
5	Research Methodology	Dr. Prasant Sarangi	Taxmann's	--	New Delhi
6	Business Research Methodology	D. K. Sharma & A. K. Gupta	Delhi	--	New Delhi
7	Research methodology in Management	Arya P.P.and Pal, Yesh	Deep and Deep Publication.	--	New Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)
1	Introduction to Research	<u>Short Term Course</u> Introduction to Research By Prof. Prathap Haridoss & Team, IIT Madras on Swayam. (This is an AICTE Approved Course) https://onlinecourses.nptel.ac.in/noc19_ge21/preview
2	Research Design and Research Sampling	https://youtu.be/2y-6GnKDUHg Lecture by IIT Roorkee https://youtu.be/qNqrHO3woyE Lecture by NPTEL- NOC IITM
3	Methods of Data Collection and Processing and Analysis of Data	https://youtu.be/MEx2aMdlncI Lecture on Principles of data collection by NPTEL- NOC IITM https://youtu.be/X2BK7H2RgBw Lecture on Designing data collection tools by NPTEL- NOC IITM
4	Interpretation and Report Writing	https://youtu.be/DOnPT3_QvMk Lecture on Report Writing by IIT Roorkee. https://youtu.be/Xp2PVO3do34 lecture on Report writing by IIT Kanpur, NPTEL.

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