<table>
<tr><td colspan="4">Name of College: B.R.C.M. College of Business Administration</td></tr>
<tr><td>Faculty</td><td>Management</td><td>Program</td><td>BBA (Hons.)</td></tr>
<tr><td>Year</td><td>Third</td><td>Version</td><td>2.0</td></tr>
<tr><td>Semester</td><td>6</td><td>Effective From</td><td>June 2025</td></tr>
<tr><td>Course Code</td><td>BMBA27612</td><td rowspan="2">Course Name</td><td rowspan="2">Internship / Vocational Training</td></tr>
<tr><td>Course Type</td><td>Internship (Major)</td></tr>
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Teaching Scheme				Examination Scheme		
Credits	**Lecture (L)**	**Tutorial (T)**	**Practical (P)**	**Continuous and Comprehensive Evaluation (CCE)**	**Semester End Examination (SEE)**	**Total**
4	0	0	4	50	50	100

Course Objectives:

SIP is designed for students to:

- To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
- To provide means to immerse students in actual supervised professional experiences and through it give an insight into the working of the real organizations.
- To gain deeper understanding in specific functional areas and to appreciate the linkages among different functions and departments.
- To develop perspective about business organizations in their totality using which help the students in exploring career opportunities in their areas of interest.

Course Learning Outcomes:

This course will enable students to:

CLO 1	To provide students with practical insights into how businesses operate within different industries and understand the challenges and opportunities faced by organizations in the real-world market environment.
CLO 2	To enhance students' ability to analyse business problems and identify appropriate solutions through hands-on exposure with fostering critical thinking and decision-making in complex business scenarios.
CLO 3	To familiarize students with organizational structures, business processes, and various departments (Production, HR, Marketing, Finance, etc.) and provide students with a deeper understanding of the interplay between strategy, operations, and management within a company.
CLO 4	To introduce students to the use of advanced technologies, data analysis tools, and software relevant to business functions and understand how digital tools and innovations impact business strategies and operations.

DURATION

SIP is scheduled during the summer between the Second and the Third year. It generally spans for six to eight weeks.

Beginning Stage

a) Every student will be allotted a faculty mentors (FM) from college. The FM will be the friend/philosopher/guide to the student during SIP. Any problem related to SIP faced by the student must be reported to his/her FM only.
b) Every student must submit an Initial Internship Report (IIR) (Exhibit I) on or before the second Monday post starting of internship to his/her faculty mentor (FM).

During SIP

a) Students will abide by the applicable policies and norms of the Organization during the period of internship.
b) The students are expected to first understand the organization and the industry/field in which the organization is operating, in order to make a meaningful difference with the quality of his/her work.
c) The organization has the right to terminate students from the internship at any time due to inappropriate behaviour and/or non-cooperation with the internship process and/or continued non-performance in assignment or any other reason the organization deems fit.
d) Therefore, it is strongly advised that a student takes this internship with utmost seriousness.
e) The students are expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study.
f) It is expected that all students will adhere to the proper standards of intellectual honesty and professional propriety in their conduct.
g) Students are advised not to do anything directly or indirectly which may create a poor impression about the University or BRCM College. Any student found disregarding any of the norms would be liable for disciplinary action, including rustication depending upon this verity of the offence.
h) The students should abide by the dress code and other professional norms of their internship organization. Punctuality is a quality that is appreciated by professionals across all organizations.
i) The students should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned.
j) Every student must submit an Internship Progress Report (IPR) on every alternate Monday post submission of IIR to his/her faculty mentor (FM).

Completion Stage

a) At the end of the internship, the student intern shall prepare Internship Completion Report (ICR).
b) The student may be required to make a presentation to the Industry Mentor (IM).

After completion

a) The student intern shall submit the SIP Report (including completion certificate) to the Faculty Mentor within 1 week of commencement of the Fifth semester.
b) The student must make a detailed presentation before the faculty committee on SIP in the Fifth semester.

FACULTY SUPERVISION, REPORTING & EVALUATION

a) The FMs are to ensure that the interns can deliver as expected and explore the possibility of converting the SIP opportunity into a long-lasting association, collaborations for research, executive education, and consultancy projects etc.
b) During the internship, the student intern may seek telephonic / email interactions with FM to receive support if necessary.
c) Completion of the summer internship is a degree-awarding requirement for the BBA program of BRCM College of Business Administration, Sarvajanik University. For any foreseeable or unforeseeable reasons, if a student is unable to complete the internship in the intended year, he or she should be allowed to complete the internship requirements at the end of the requisite course work of the program he or she has enrolled for. It should be noted that as SIP is a **Internship (Major)**, non- completion of SIP would entail No degree.
d) Absenteeism, premature abandonment, non-submission of reports, misconduct at the workplace, unprofessional behaviour, etc. are non-exhaustive examples of serious misconduct during the program. In case the student intern is found to have indulged in serious misconduct, the student intern is liable for any of the punitive actions, including cancellation of internship or rustication from the program/university, depending on the severity of inappropriate conduct.

EVALUATION OF SIP

The internship evaluation will have three components:

a) The report will be assessed by both FM and external viva taker for content and compliance. These will carry 25 marks and 25 marks respectively towards the final evaluation.
b) The Presentation will be assessed by FM and external viva taker for content presented. These will carry 15 marks and 15 marks respectively towards the final evaluation.
c) The Viva-voce will be carried at the time of presentation by both FM and external viva taker for knowledge gained and clarity about different departments. These will carry 10 marks and 10 marks respectively towards the final evaluation.

Topics to be covered for Summer Internship Project

Executive Summary:

- Summary of whole report (Should not be more than 3 pages)

Chapter 1: Industrial Sector Profile:

- Brief description of particular industry.
- Different Companies in that industry sector.
- PESTEL Analysis.
- Top 10 Companies and market share of each company in the same industry sector.
- Growth & Opportunities in industry sector.
- Share of that particular industry sector in total.

Chapter 2: Company Profiles:

- Name & Location of Company
- Name & Location of other branches
- Year of Establishment
- Brief History
- Name of Founders and Promoters
- Vision Statements
- Mission Statement and Values statement
- Organizational Structure / Hierarchy (*if available*) (*along with diagram, also explain the same in brief*)
- Controlling System (*if available)*
- SWOT analysis of the companies (individually)
- Any other specific detail

Chapter 3: Production / Operations Department

If Manufacturing Firm is there

- Production and Operations process.
- Turnover in terms of units manufactured
- Plant Location analysis
- Inventory Policies and its model used by the company
- Layouts used
- Production plan and scheduling
- Products Produced
- Raw materials used
- Machines / Equipment used
- Process used (Process in brief)
- Quality Maintenance and standards
- Specific Operations policies for production
- Services provided
- Any other
    - Man -Machine calculation.
    - allowances to production staff for different times.

If Service Firm is there

- Core Service
- Supplementary Services
- Role of Employees
- Various Equipment being used
- Distribution Channel Used
- Service Process / Blueprint
- Quality Maintenance
- Specific Operations policies for service
- Calculation of Service Pricing
- Physical Evidences used
- Any other
    - Calculation of Man power for continuous availability of workforce.

Chapter 4: Marketing Management

- 4Ps of Marketing with competitors 4Ps (At least 3 Competitors)
- Other possible segments which can be targeted
- Identify the types of goods and services
- Identify the Target Market
- Identify the points of difference for each company
- Identify the market share and served market share of the company
- Process of packaging and labeling
- Alternative distribution channels (if any)- Justify it
- Factors influencing consumer/business buying
- Pricing methods used and price discrimination
- Identify the promotional / marketing tools used by the company
- Change in marketing practices/strategy due to / during pandemic
- Ethical issues in marketing (if any observed)
- Sales force management, Types of intermediaries.

Chapter 5: Financial Management:

- Analysis of financial statements (At least last 3 years):
  - Prepare Comparative Statement, Trend Analysis and Common size statement of company and write its interpretation.
  - For the company calculate all the ratios (Discussed during the subject of Management Accounting), For individual ratios, write its interpretation (individual charts can be prepared for selected ratios).
- Calculate Working Capital requirement and change in working capital requirement of all the companies and their comparison.
- Calculate Operating cycle for two years for all the companies and make the comparison.
- Identify whether companies are declaring the dividend or not. If so, calculate the various dividend related ratios e.g., Dividend per Share, Dividend Payout Ratio, Retained Earnings Ratio.
- Calculate the Operating leverage, financial leverage and Combined leverage of all the companies and do the comparison.
- Collect the information regarding CSR activities done by the company and tally its expenses from the profit and loss account.
- Different Accounting Standards followed by company based on guidelines of IT act.

Chapter 6: Human Resource Management

- Company's vision and mission about their employees, core values of the organization
- Applicability of labour codes to the organization
- Provisions applied by the organization
- Recruitment initiatives taken by the organization
- Process of Recruitment using their website
- Job analysis of different positions (Hint: refer to job openings on their website)
- Training initiatives taken by the organization
- Employee benefits and facilities
- Health and safety related programs and practices
- Diversity, Equality and inclusion practices done by the organization

- CSR practices of the organization
- HR practices used as a part of their sustainability initiatives
- Transformations in HR department due to COVID 19 pandemic in the organization
- Any news appeared in international or national media/newspapers due to the company's HR policies, practices and system in the last five years.
- Performance evaluation methods, its techniques
- Promotions and transfer policies
- Employee discipline rules and policies, grievance redressal system
- HRIS used by the company
- Employee separation functions
- Salary sleep Performa and other documents related to HR

Chapter 7: Learning's & Value Addition:

- Learning's & Value addition during training.
- Difference between practical exposure and theoretical work.
- Challenges faced by you during your internship.
- Usefulness of training should also be highlighted.

Chapter 8: Recommendations & Suggestions:

- The suggestions which you would like to give to company related to:
    - Their operations & functions.
    - The techniques and methodology.
    - Their policies & program where there is a need for improvement.

Annexure: As per requirement.

STRUCTURE OF SUMMER TRAINING REPORT

Sr. No.	Particulars
1	Title Page
2	Report Completion Certificate (First College and Second Company)
3	Declaration
4	Acknowledgements
5	Index
6	Executive Summary
7	Chapters 1 to 8
8	Bibliography
9	Annexure

FORMATTING GUIDELINES

- Font Type: Times New Roman
- Font Size (Main Heading): 16
- Font Size (Sub Heading): 14
- Font Size (Body Text): 12
- Line Spacing: 1.5
- Alignment: Justified
- References: APA Style.
- Margin: Left Side 1.5 Inch., Right side 1 Inch, Top and Bottom 1 Inch.
- Page Number in Footer and on right side.
- Name of College in footer with Left alignment.
- Name of Sector / Company in Header with left alignment.

Copies: 1 Hard Bound for College (Black Cover) and 1 each for each student (Must be available at the time of viva / Presentation)