

REGISTRATION FORM

Name of the Participant: _____

Designation: _____

Address: _____

Phone: _____

E-mail Id: _____

Date: _____

Signature: _____

Contact Nos: 7259249005
9686345721
7829096579

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Chair Person

CBSMS
Bengaluru City University

Dr. MAHESH KUMAR K R
Director

Community Institute of
Management Studies



**Community Institute of
Management Studies**

In association with

Bengaluru City University
**Canara Bank School of
Management Studies**

**FACULTY DEVELOPMENT
PROGRAMME**

on

**"PROJECT ORIENTATION"
for III SEM MBA"**

Date: Friday, 9th Dec 2022

Timings: 10:30 am

Venue:

T. Jany
Principal

GIMS AUDITORIUM
#2/1, 9TH MAIN, 9TH CROSS
2ND BLOCK, JAYANAGAR,
BENGALURU - 560011

BENGALURU CITY UNIVERSITY

Bengaluru City University is a State Public University established in the year 2017 after trifurcation of Bangalore University. Bengaluru City University inherits the legacy of the 160-year-old central college campus. BCU has been serving the knowledge industry with the help of esteemed torchbearers of information and expertise. It has been recognized as a leading institute of higher education in India. With the vision of promoting an open exchange of knowledge and ideas among academia and industry it is striving to enrich the social, economic, cultural, and political heritage by leveraging the city's human capital and resources. It aims at preparing the students to be skilled professionals and entrepreneurs in creating a better world for tomorrow.

COMMUNITY INSTITUTE OF MANAGEMENT STUDIES

The Community Centre Group of Educational Institutions, located in Jayanagar, the cynosure of garden city Bengaluru, synonymous for providing education for over six decades is the parent body of the Community Institute of Management Studies (CIMS).

CIMS was established in the year 2007. It has a beautiful campus, which is surrounded by tree-lined streets and greenery. It is located in the heart of the city, JAYANAGAR one of the most popular areas of Bengaluru. CIMS has positioned itself as a Popular Management

Institute imparting Best Management education MBA affiliated to Bengaluru City University. CIMS provides management education to meet the aspirations of the student community on one hand and meet the expectations of business and industry on the other. A congenial ambience for overall development at institute welcomes students for acquiring high quality management education.

ABOUT THE FDP

Industry Internship Programme is a transitioning phase to students from Theoretical knowledge to Practical applicability; a bridge from Classroom to Corporate journey. It enables them to acquire hands on experience about the industry. Industry Internship Programme provides an opportunity for students to investigate a problem applying management concept in a scientific manner. It enables to apply conceptual knowledge in a practical situation and to learn the art of conducting a study in a systematic way and presenting its finding in coherent report. The study can deal with a small or big issue in a division or an organization, the problem can be from any discipline of management.

With an intensive study on a topic, students would explore the subject in detail, gather information and explain the same, seek challenges if any after investigation, the methods used to solve

the problem, the results of the investigation and the conclusions inferred and a set of recommendations that can be implemented.

The objective of this faculty development programme on Industry Internship is to enrich the faculty guides in encouraging students to develop ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical frame work.

WHO SHOULD ATTEND

- All faculties of MBA colleges affiliated to Bengaluru central university designated as project guides
- Faculty seeking directions on supervising projects for MBA students.

RESOURCE PERSONS

- **Dr. Ritika Sinha**
Chair Person , CBSMS
- **Dr. Nirmala M**
Associate Professor, CBSMS
- **Dr. Mahesh Kumar K.R**
Director, CIMS
- **Dr. Satyanarayana S**
Principal , MPBIM
- **Dr. Vinay .S**
Director, SIMS

Principal

REGISTRATION FEE

Rs 200 per participant

BCU CBSMS MBA department in association with Community institute of management studies organized One Day Faculty Development Program on Project Orientation for 3rd sem MBA students on 09.12.2022



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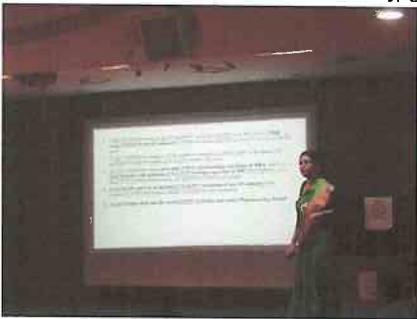
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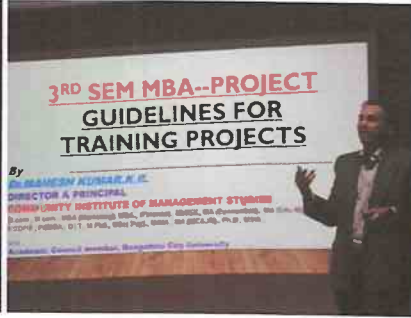
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MBA DEPARTMENT - BENGALURU CITY UNIVERSITY, BENGALURU

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This is to certify that Dr/Mr/Ms... MAHABUB BASHA S of
..... I I B S has participated
in the One Day Faculty Development Program on 'PROJECT ORIENTATION FOR III SEM MBA'
held on Friday, 9th December 2022 at Community Institute of Management Studies, Bengaluru

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..... I I B S has participated
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This is to certify that Dr/Mr/Ms. RAJESH AV of
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..... I.I.B.S. has participated
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ORIENTATION TO PROJECT WORK

Introduction

A student's disposition to work as part of an educational programme is strengthened by a sense of purpose. In project work, the students are looked at from a different perspective, seeing them in terms of what they can do and how they might use, for their own purposes, the skills they have already acquired. This allows students to take ownership of some of the work and accept responsibility for the amount of effort and the quality of the ideas that they bring to the activity or resulting product.

Objectives of the project work

1. To provide an opportunity for experiential learning
2. To improve the ability to think logically and critically
3. To improve the ability to communicate
4. To develop analytical ability and personal involvement
5. To strengthen the theoretical aspects learned in the course and provide the opportunity to evaluate critically previously learned theories
6. To integrate the knowledge and skills with practical life situations

task

1. Identify the case/project
2. Visit the place/organization/group/individual etc. several times as the case may be
3. Understand the case (Observe carefully; have a detailed discussion /interview)
4. Analyse the key aspects in the context of the theory presented in your course.
5. Study the structure, functioning, linkages and performance.
6. Identify strengths, weaknesses, opportunities, challenges and problems
7. Analyse the case in structural, functional, technological and economic perspectives (apply conceptual frameworks from your course to real situations and integrate topics in your analysis)
8. Develop and compare alternative solutions to the problems
9. Consider the advantages and disadvantages of various possible solutions
10. Select the best solution and make recommendations for action
11. Write your report in the given format.

To understand the project

You should identify the facts related to the project case. The following questions can guide you in doing this.

1. What is the mission/aim of the project case? (Enterprise/ Unit/ Individual or group farm or firm or enterprise/ Organization/ Institution etc.)
2. What is the structure?
3. What are the functions?
4. Who are the "stakeholders"?



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5. What is the formal decision making process?
6. What is the informal decision making process?
7. What is the process of production or service delivery?
8. Who are the competitors?
9. What are the strengths, weaknesses, opportunities and challenges?
10. What are the problems?
11. What is the role of management in relation to the problem?
12. What is the role of production/service in relation to the problem?

What to do?

You have to identify a project related your course programme. A case here can be an individual (farmer, entrepreneur etc.), a group, a firm, a farm, an organisation, an event, a product or even a process. You have to select a successful or failed case. It is preferable to select a successful one. Eg: A successfully run organic farm, or a successful organic farmer can be case in OAM; Similarly a plant nursery/ nursery owner can be the case of PNM; while a fruit processing unit/entrepreneur /a popular branded product can be a case in PHM. These are only suggestive examples. You can take any activity you feel relevant to your course

Visit/approach the case, collect all the possible details and make an in-depth analysis in terms of its structure, functioning, linkages and performance. Based on this a detailed project report has to be typed and submitted online.

Structure of the Project Report

1. **Introduction** (introduce the topic of the project)
2. **Process description** (Describe the process of project analysis i.e., the method you followed for collecting the information and the work you for preparing this project.)
3. **Genesis and Background** (how this project case originated as an entrepreneurial entity/unit)
4. **Organizational setup** (Leader, persons, members involved, their relationship, etc.)
5. **Management functions** (Planning, Organizing, Budgeting, Controlling, Human relations etc.)
6. **Technological analysis** (Details of the techniques & technologies used in the unit/ case).
7. **Economic analysis** (Economic performance in terms of investment, capital and its source, fixed and operational expenses, income, profit/ loss, benefit: cost, NPV, etc.)
8. **SWOC analysis** (You have to detail the strengths, weaknesses, opportunities and challenges of the project case.)
9. **Management efficiency** (Explain how efficiently the functions of management are carried out in production, marketing, financing, etc.)
10. **Why Interpretation & Inferences** (You could draw inferences and interpret it whether it is a success or failure, based on your analysis. i.e., based on analysis made by you in terms of SWOC analysis, management efficiency analysis, Economic analysis, Technological analysis, etc.)
11. **Suggestions for improvement.**
12. **Conclusions**



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CONTENT OF THE INTERNSHIP REPORT

I. INTRODUCTION

- a. Background of the study (broad statement)
- b. Need of the study
- c. Topic details/ Business Social relevance of the topic

II. PROJECT/RESEARCH METHODOLOGY


- a. Purpose /Objectives of study
- b. Statement of the problem – prepare a base case and relevance of the topic
- c. Learning objectives and goals set for the purpose of study
- d. The methodology employed - (for open topics – if primary data is required – collect, analyze and report)
- e. Geographical coverage (Bengaluru region, Mysore region, etc.)

III. BRIEF PROFILE

- a. Brief profile of the open topic chosen for the purpose of the study (include background information)
- b. Your report should include a relevant history of the topic chosen. Include information like why this topic is very important. Detail discretion of the topic chosen. Create a base case with all possible and relevant details. Context gives the reader a clearer understanding of your experience.
(Further, you are advised to justify the selection of the topic)

IV. DATA ANALYSIS

- a. Internship Description
- b. Overview of internship experience
- c. Ongoing consideration – link learning outcome and its impact on your knowledge and skill acquired – conclude your overall internship experience.
- d. Business Model Canvas – it is a compulsory document


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FORMAT FOR SUMMER (BUSINESS IMMERSION) PROJECT REPORT

1. Title Page

- a. Name of the Project
- b. Name of the Student with University Registration No
- c. Name of the Faculty guide
- d. Year

2. Abstract

Content of the Abstract - outlining your internship

Aims

Design/ Methodology/Approach

Findings

Learning outcome

If it is a company internship (explain whom you worked for and what you did for them. Keep this part short, briefly touching upon your work and experiences not more than a page)

Keywords (must for both open and internship topics)

3. Declaration by the student with the student's signature and date
4. Declaration by the college with the signature of the Faculty Guide
5. Acknowledgments
6. Table of contents – List of Tables (If any)
List of Graphs (If any)
Chapter Scheme



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10. Students need to submit four weekly progress report which is duly signed by the guide and student in the following format.

SUMMER INTERNSHIP PROGRAMME WEEKLY REPORT

Name of the Student and Roll Number	
Name of the Topic	
Period of the Report (Week 1st / 2nd / 3rd / 4 th)	
Activities are undertaken during the week (Students should briefly narrate the activities as bullet points)	
Details of field trips undertaken (if any) and summary of results of such trips	
Learning Points acquired from the above activities	
Plan for the next week	
Any other point	

5. The project report must not be less than 30 pages with 12pt Times News Roman font with a line spacing of 1.5. One softbound (hard copy) and one soft copy (in CD) have to be submitted to Bangalore City University. While preparing the final reports kindly keep the following points in consideration:

- 1) Number all your pages
- 2) Do not include copied content
- 3) All tables should be numbered
- 4) Add citations to support your claims
- 5) Share what you've learned during your internship process
- 6) Describe the challenges you've faced and how you overcome them
- 7) Highlight your accomplishments
- 8) Make sure your writing, ideas, and concepts for your report are coherent
- 9) Your report should be between 12,000-18,000 words long (shall not be less than 50 pages)

The report format is furnished and the report must be soft bound in sky blue colour and with black ink words


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Canara Bank School of Management Studies

Post Graduate Department of Management

Bengaluru City University

Guidelines for Project Work

Provisions in the academic regulations

INDUSTRY INTERNSHIP / TRAINING PROGRAM

Each candidate should undertake an internship / training program for a period of four weeks immediately. On completion of the second semester examination and submit a bound copy of the report in III Semester. The student is required to select an organisation and identify a problem area and come out with solutions to the problem. A report containing the analysis of the problem and the solutions is to be carried out under the guidance of a faculty of the institution and industry. This could involve a desk study/data analysis/technology enabled assignment/enterprise resource planning/live case study/extension work or exploration of an idea or its implementation. In other words, a management student is expected to enrich themselves with competency/skills/ability in order to be successful in the industry. Students alternatively can undergo an ICT enabled technology training program such as ERP, Data Analytics, Business Analytics, Digital Marketing, and E Business etc... for a period of six weeks. Since most businesses today are done using ICT/Technology students are encouraged to take such projects which enhance their skills and industry readiness. **Specific guidelines including Format of the report shall be issued by PG Department of Management Studies from time to time.** The report shall carry 25 marks and 25 marks for viva voce. A minimum of 25 marks out of 50 is required for a pass in the internship work. The viva and the report will be evaluated by a member of the panel of examiners and the concerned faculty guide.

Guidelines (December 2022)

1. Under this program every student is required to undertake a project work for a period of four weeks between II and III semesters. It would be carried under the guidance of an internal faculty guide.
2. On the completion of project work the student is required to submit a report to the head of the institution through the faculty guide as per Calendar of Events.
3. Satisfactory completion of project work and obtaining 25 out of 50 marks are an essential requisite for completing MBA Programme.


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4. Any full-time faculty with a **minimum of three years teaching experience at MBA**, Part Time or Guest Faculty with minimum of five years teaching experience at MBA are Eligible to guide. Head of the institution must certify the eligibility of such faculty guides.
5. Every faculty guide in an institution can guide a maximum of **ten (10) students**. Prior permission of the Chairperson, CBSMS is essential for any exceptions.
6. **Faculty Guides shall take the responsibility of Quality and ensure Plagiarism free Report**
7. The project work must belong to any one Category out of the various types mentioned below:
 - 1) **Industry Internship Project**
 - 2) **Training Project**
 - 3) **Entrepreneurship Project**
 - 4) **Business Immersion Project**
 - 5) **Social Immersion Project**
8. The evaluation of report and conduct of viva-voce will be conducted by an examiner appointed by BOE
9. Formats for various Kinds of Reports are attached herewith.



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Bengaluru City University
Canara Bank School of Management Studies
Industry Internship Program (IIP)/III Semester MBA
IIP Duration: 4 Weeks

Introduction to the IIP

The Industry Internship Program (IIP) is meant to bridge the gap between the nitty-gritty of real-life Organizational Management and Business Schools. It is an integral part of the MBA Program curriculum and its genuine completion is a mandatory requirement for the award of the MBA Degree by the University. Under the program, the students are required to undertake an internship assignment with Corporate Houses/ Cooperatives/NGOs/ Schools/ HEIs/ Social Action Groups/ Political Institutions/ Government Organizations/Hospitals and Hospitality and Other Services Sector to gather hands-on experience and to integrate the knowledge and skills acquired in the classroom teaching framework. IIP also offers students the opportunity for interactions with professionals and other interns and improving their presentation, writing, communication and other management skills. IIP often acts as a gateway for final placement for many students. It is a simulation of the business environment enabling students to experience the rigors of a business/other organization. The IIP Report shall carry 25 marks and 25 marks for viva and minimum of 25 marks out of 50 is required to pass in the IIP. The viva and the report will be evaluated by a member of the Panel of Examiners and the concerned faculty guide.

Objectives of IIP

1. To transfer students analytical, integrative and team skills to the workplace honed in the classroom
2. To understand the complexities of the corporate world/other organizations' first-hand experience
3. To focus on a narrow problem within a selected topic/field – typically a micro theme – to facilitate an in-depth study using quantitative/qualitative measurement tools to organize and analyze data, intensively focusing on the area to arrive at reasoned conclusions about the issue or problem
4. To identify opportunities for networking with people in industry/organizations
5. To aim for pre-placement offers where feasible/appropriate by performing the best during IIP
6. To provide opportunities to students to apply the concepts learnt in the class-


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room to real-life situations

7. To sensitize students to the nuances of a work place by assigning time-bound projects in a company/other organizations

Duration of IIP: Four weeks immediately to commence after second Semester Examination and before commencement of third Semester class

Beginning Stage of the IIP

1. Every student will be allotted a Faculty Mentor (FM) as the Internal Guide of the B-School during the IIP and anything related to IIP faced by the student must be reported to his/her FM only
2. Every student must submit an **Initial Internship Report (IIR) (Exhibit I)** along with submission of the topic within one week of starting of internship to his/her FM duly vetted and signed by his/her Internship Mentor(IM)

During IIP

1. Students will abide by the applicable policies and norms of the organization during the period of internship
2. They 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
3. The organization has the right to terminate student from the internship at any time due to inappropriate behavior and/or non-cooperation with the internship process and/or continued non-performance in assignment or any other reason the organization deems fit; therefore, it is strongly advised that a student takes this internship with utmost seriousness
4. Students are expected to study the whole organization and concentrate on the specific topic of study, its objectives, and rationale and adopt a methodology and identify a suitable procedure for the completion of the study
5. It is expected that all students will adhere to the proper standards of intellectual honesty and professional propriety in their conduct
6. Students should abide by the dress code and other professional norms of their Internship Organization (IO). Punctuality is a quality that is appreciated by professionals across all organizations
7. Students should ensure that the data and other information used in the study report are obtained with the permission of the organization concerned

Completion Stage of the IIP



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1. As proof of completion of the internship, the student intern will obtain an Internship Completion Certificate (ICC) from the IM on the official letterhead at the end of the IIP

2. At the end of the internship, the student-intern shall submit **Internship Completion Report (ICR) (Exhibit II)** duly vetted and signed by IM to the FM **After Completion of the IIP**

1. The student intern shall submit the **IIP Report in the Format (Exhibit III)** including ICC to the Faculty Mentor within ten days of commencement of the third Semester class

2. Then the College must conduct Mock Viva for all students before the Faculty Committee on IIP and finally students to be asked to submit the Final IIP Report within the stipulated deadline appending the IIR and ICR at the end and ICC at the beginning

Faculty Supervision, Reporting and Evaluation

1. The FMs are to ensure that the interns can deliver as expected and explore the possibility of converting the IIP opportunities of their students into long-lasting association and collaboration with the organizations

2. During IIP, at least two interactions between the FM and IM are expected can be conducted through multiple modes such as email, phone or video as may be expedient/ appropriate

3. During the internship, the student-intern may seek telephonic / email interactions with FM to receive support as and when necessary

EXHIBIT I: INITIAL INTERNSHIP REPORT (IIR)

- ✓ Reporting Date
- ✓ Name of the Student-Intern
- ✓ Name of the Organization
- ✓ Name of the IM
- ✓ Name of the FM
- ✓ Project Start Date and End Date
- ✓ Title of the IIP
- ✓ Project Objectives, Scope and Activities
- ✓ How will the Project Shall be Undertaken
- ✓ Project Deliverables

Signature of FM with Date

Signature of IM with Date

EXHIBIT II: INTERNSHIP COMPLETION REPORT (ICR)



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