

SAVITRIBAIPHULEPUNEUNIVERSITY

Ganeshkhind,Pune411007

Faculty of Commerce & Management

Project and Internship Manual of Programme for

B.B.A. and B.B.A.(IB)

Students(Semester III,IV,V and VI)

Under

Choice Based Credit

System2019 pattern

Introduction: The key role of any system of education is to build abilities, develop attitude, and cultivate the right approach towards life. Commerce and Business Management Education is aimed at improving the students' abilities and helping them to become a competent business leader who can contribute to nation-building. Business Administration education is not related only to knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about the nation building through effective utilization of skills, resources, manpower, and one's abilities.

The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. In the light of the changed socio-economic scenario of the global economy there is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment.

DSE /GE courses in third, fourth, fifth, and sixth semester are designed in keeping in view the employability, research, and innovation in the field of Commerce and Business especially in Accounting, Management, Finance, Marketing, Human Resource, Agricultural value-added services, Services management, Computer Applications in Business, Warehouse, logistics, supply chain, Business Laws, Entrepreneurship, etc.

Project based learning and internship activities in BBA & BBA(IB) under discipline specific and General Elective courses in Semester III, IV, V and VI Under CBCS pattern 2019.

Practical/project Courses under BBA and BBA(IB)	Method of Conducting Practical and Project	Expected learning outcome
<ul style="list-style-type: none"> • Tutorial /practical - (1 credit)- Semester III ,IV, V and VI – • For Courses- 305,405,505,and 605 • 1 – Credit – 20 	<ul style="list-style-type: none"> • Presentation/ discussions, Group study debate, quizzes ,charts etc. 	<ul style="list-style-type: none"> • After completing the class room activities the students will develop Ability to communicate • Develop capability to deduce a business problem • Apply the Class room learning into practice • Capabilities to analyse and synthesize

marks. –Internal evaluation		data
<ul style="list-style-type: none"> • Exposure projects Semester III • For 2-credits , 50 Marks - SPPU evaluation 	<ul style="list-style-type: none"> • Visit / videos /virtual tours / interaction /interview / seminars / workshops lectures 	<ul style="list-style-type: none"> • Ability to search for, locate, extract comprehend, organise, evaluate, and use or present information. • Ability to identify the developments in a particular discipline • Reports and analysis .
<ul style="list-style-type: none"> • Project based on Technological interface Semester IV • For 2-credits , 50 Marks SPPU evaluation 	<ul style="list-style-type: none"> • Role of technology in each disciplines • Understanding the technical interface in special courses 	<ul style="list-style-type: none"> • Capability to use various technical ICT tools for exploring, analysis, and using the information for business purposes • The course provides an extreme and rigorous base for teaching, research, and allied business administrations
<ul style="list-style-type: none"> • Mini project • (4-credits) Semester V • 50 Marks - SPPU evaluation 	<ul style="list-style-type: none"> • Understanding the theory and real world issues to compare /analysis and evaluate the activities 	<p>Mini projects will create -</p> <ul style="list-style-type: none"> • Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business. • Ability to examine the results and apply them to various problems appearing in different branches of Commerce and Business management .
<ul style="list-style-type: none"> • Experiential learning /Internship (4-credits) Semester VI • 50 Marks- SPPU evaluation 	<ul style="list-style-type: none"> • Internship – Experiential learning 	<ul style="list-style-type: none"> • Students undergoing this programme will be equipped to the world of work, particularly, work of the future. The student will get a first-hand exposure of working in the real world.

Guidelines for 1 credit practical / tutorial /assignments

In the BBA and BBA (IB) programme course code 305, 405, 505, and 605 are consisting with 1 credit for DSE /GE courses.

- **Tutorials / Practical for course code 305 and 405 505 and 605:** Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment of 30 marks.
- A small project work consisting of Hands-on experience / Field visits, videos / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies/ Presentation/ discussions, Group study debate, quizzes , / interaction / charts etc. that equip the students to acquire the much required skills. For evaluation purpose students can do the presentation of their work and on the below mentioned parameters

Presentation: Depending on the course objectives, the examiner may use the following criteria for evaluating presentations.

- Focus of the presentation
- Clarity and coherence of the content
- Thoroughness of the ideas presented and the analysis
- Clarity of the presentation
- Effective use of facts, statistics and details
- Correctness of grammatical and spelling
- Design of the slides
- Effective use of images
- Clarity of voice and appropriate volume
- Completion of the presentation within the allotted time frame

The above guidelines are indicative purpose. The given guidelines may be modified by the subject teacher as per the requirements.

Guidelines for Business Exposure Business Exposure - Details on BBA and BBA(IB) semester III

1. Project assignment for 2 credits – course code 306 – 50 marks

Rationale for Business Exposure:

The specialization subjects in each semester are DSE (Discipline Specific Electives) and GE (General Electives) in BBA (IB) having four credits each. This manual intends to underline the guidelines for the projects, visits and tutorials for these subjects. Course codes 306 are courses having (2+2) = 4 credits. (2 credits for **Business Exposure**)

- There will be viva voce examination of 50 marks and a Written Examination carrying 50 marks for the students.
- **The evaluation will be conducted at the SPPU level through Viva Voce.**

1.1 Guidelines to Teachers: The following are the indicative guidelines to the subject teachers:

- 1) A student shall complete a visit activities relevant to the specialization subject, the fees / Expenses towards computer course will be borne by the students.
- 2) Subject teachers may identify 4-5 project-based activities as per the subject curriculum to be allotted to the students at the start of the semester thereby giving the students sufficient time to grasp the knowledge through practical observation and learning.

1.1.2 Field Visits: In case of field visits, these visits and interviews shall be arranged under the supervision of the subject teacher.

- The interviews maybe structured or unstructured as the case may be with the sole proviso of maximum data collection for the students during the interaction process.
- Students should be encouraged to observe and learn how theatrical concepts are put into action, thereby aiding their practical learning. Students are to be exposed to the real working environment and shown how things are done in an organisation
- These visits are to be related to the specialisation subject curriculum.

1.1.3 Case Studies: In case of usage of case studies they to be designed effectively providing sufficient scope for back ground reading, usage of logical reasoning and analytical skills, and correlation of subject matter learned in the curriculum. A case should contain a description of the setting (time and place), the characters (personality and responsibility), and a sequence of events that are present in the problem or decision-making situation. Cases

are usually presented in a narrative or story format. A narrative is a story of an event. It includes what happened, who was involved, when it happened, why it happened, and how it happened. The good narrative brings the characters and actions to life. The usual way to organize a narrative is chronologically, in the order in which events occur. The case will draw the analysts into different interpretations, different judgments, different decisions and, consequently, different actions to take.

Evaluation parameters for case study based learning:

Case studies: Depending on the course objectives, the examiner may use the following key aspects to judge the understanding of the students.

- What is the issue?
- What is the goal of the analysis?
- What is the context of the problem?
- What key facts should be considered?
- What alternatives are available to the decision-maker?
- What would you recommend — and why?

1.1.4 Guest Lecture: The subject faculty may organize a guest lecture or a series of guest lecturers with well-known industry experts/ experts from the social field or experts from the legislation domain. Depending on the course objectives, the examiner may use the following criteria for evaluating learning through guest lectures.

- The focus should be to introduce the students to different industry practices, legislation and social practices in their relevant specialisations.
- Key takeaways by the student through guest lecture/series.
- Level of understanding developed by the student through the lecture regarding different industry practices, legislation and social practices in their relevant specialisations.

1.1.5 Survey: The subject teacher may use the survey method to promote research aptitude among the students.

The survey should be domain-specific. And the area/problem of research is to be identified by the teacher. The teacher may give a tentative list of topics and possible industries for the survey to be carried out.

- Basic inputs on the drafting of the questionnaire, types of questions, etc are to be provided by the teachers.
- Sample size for survey method should be in a respectable range and the survey is to be accompanied by graphical analysis, inferences, and conclusions drawn by the students.

1.1.6 Industrial Visit: Depending on the course objectives, the examiner may use the following criteria for evaluating learning through industrial visits.

- Correlation between the site of visit and the desired specialization of the student.
- Practical learning of the students achieved through the visit.
- Knowledge of industry practices gained by the student during the visit.
- The depth of interaction undertaken by the student with various stakeholders.
- The groundwork done by the student for basic information collection prior to the visit.

Instructions for students

- 1) Each project should be done strictly according to the instruction of the subject teacher.
- 2) The serial number, title, and objective of the assignment must be stated at the beginning of each project .3) Wherever required students must paste relevant documents, specimens, questionnaires, etc. in the project.
- 4) Copying and other malpractices shall be dealt with seriously.

Specimen Letters

Note – Various formats are tentative guidelines for faculty members if required, faculty members can modify)

a. Letter of Introduction for students - (At the time of industrial or business unit visit)

College Letterhead

To,

Date:

Subject: Request for permission for industrial visit

Dear _____,

With reference to the above subject we would like to request for permission to conduct an industrial visit at your company. We wish to undertake an industrial visit at your company on _____ (date) _____ (time) _____ to acquire practical knowledge in _____. Our academic curriculum focuses on engaging students in practical experiences to observe the implementation of what they are taught in theory. We believe that your company will give our students relevant knowledge during this visit.

A group of/individual _____ student/s in _____ year and _____ faculty members intend to participate in this industrial visit. Please allow us to conduct an industrial visit to your company. The information provided by the company officers will be used for academic purpose only. During visit the students and teachers will follow the rules and regulations of the industry.

Thank you in advance.

Yours faithfully,

Date..... Name & signature of the Subject Teacher

b. Visit Record – (Students should bring after visit)

Certificate

This is to certify that Mr./Ms.a student studying in -----(name of the College-)

has visited our Factory / workshop/Office/Organization on.....and has collected necessary information/documents.

Name and Designation of the officer..... Signature.....

Name and Address of the Organization.....

Seal:.....

c. Format -To be used at the beginning of each visit report.

For details consult your concerned Teacher

Project No.....

Title of the assignment.....

Object of the assignment (if not included in the title).....

Activity: Lecture by...../ Visit to..... Interview of...../ Demonstration by...../ Library assignment/ Any other (Please mention)

Date..... Place of Activity.....

Signature of Student

Note: Suggestive list of topics are mentioned in the course content. Teachers and students are requested to refer the syllabus for details

Guidelines for Computer Interface Project

Course Code for DSE /GE - 406 SYBBA and SYBBA (IB)

2 Credits -Project and Viva for 50 marks

Introduction: Technology has revolutionized the way of living. In such a fast-paced society technology is ever-changing. The students must learn this technological interface in different specialisations.

The technological advancement is essential for big and small traders. Small business owners should consider implementing technology in their various stages of business for streamlined integration and to make room for future expansion. Basic software enables to automate back-office functions, such as financial record keeping, payroll, and digital marketing, etc. The technology syncs automatically with various other software back at the office.

Many types of business technologies or software programs are user-friendly and allow business owners with only minor backgrounds in information technology to make the most of their tools and features. There is an urgent need to understand these technologies for better employment.

The students must be familiar with how technology within an organization enables managers to gather, collect, and deliver information, automating certain business processes can greatly reduce the amount of administrative work. Computer programs and business software usually allow small businesses to avoid paying labor costs along with employee benefits.

We all have witnessed that websites represent a low-cost option that consumers can access 24/7 to purchase goods or services. Small business owners can also use internet advertising to reach new markets and customers through carefully placed web banners or ads. The students are expected to study their needs.

Technology provides managers with decision-making tools to help manage costs and enables them to reduce the time spent on administrative and legal compliance work, while maintaining an efficient and effective workforce to deliver quality service. During their graduation students are advised to learn them.

The computer interface project work is the part of semester IV in BBA and BBA (IB) under the subject code 406. These computer-enabled projects will help the student to understand the computer technology which is used in present and can contribute in future development.

Computer Interface The project will help the students to understand how the computers /technology /AI is used in business for the collection of information, generating source of information, post entries,

various information required to make decisions, data collection, identification of the particular source of information, and how the information is further processed. Various types of reports are generated on the filled data.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in a particular department and understand jargons of that respective field.
- To understand various concepts and steps relating to designing of Computer Technologies and its applications in various fields of specialization.

Method of Conducting Projects -

Requirement – High-Speed Internet or Wi-Fi , computer and screen. The teachers will search and download the free demo modules available on the internet as per the suggestive list mentioned in the syllabus.

- Teachers will run the software through dummy entries and explain its importance to the students.
- Students are expected to learn from online demo modules and its utility in the business or actual life situations.

Expected Outcome:

The Faculties are expected to search on various sites mentioning the requirements of the technological interface in the specific specialisation. This will help the students to identify how technology is being used and will be used or scope in future for such technology in the domain areas of Marketing, Finance, Human Resource, services, Logistics, and Agriculture. The students should learn the need, purpose, functions, utility, and requirements of software technology in business at micro and macro scale.

Project Guidelines for Students:

Students can search online information after learning through the demo. Students will prepare project report based on data collected (Online or offline).

Based on the observed demo or collected information from technology users students will have to prepare requirement sheets of various industries and analyze computer-enabled activities. The students will study various difficulties faced in absence of technology and identify probable solutions for the same.

Project submission details

College cover page

Certificate of Completion by the college faculty

Index - List the Minimum 3 to 5 different websites visited

Report on various software observed points mentioned on the site

Details of report

- Title
- Introduction
- Objectives of the survey / interaction /interview /sites etc.
- Purpose of the developed software – how will you relate the developed software with the points mentioned in the textbook or theory?
- Methodology
- SWOT / SWOC analysis
- Findings and conclusion. The report shall include the answers of-
- Name of the software /company product and purpose
- Where is it used?
- What are the strengths of the developed software /product?
- What are the different additions you can think of for further development?
- How the observed software can help various businesses – small and large – or different sectors?
- Students can conduct a small survey – interviews, interactions with the nearby shopkeepers, businessman. etc.

Evaluation Criteria

30 marks – project report and 20 marks viva – Total 50 marks (Internal and External examiner – SPPU)

- The Faculty members will evaluate the work of the students on the basis of efforts on collecting information on the use of technology in the specific domain.
- Content observed /viewed / prepared by the students

- Impact of the collected information
 - Overall understanding of the student.
-

Suggestive software details are mentioned below (BBA)

A 406 – Digital Marketing

Specific guidelines

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium. (UI and UX)

PPC Advertising With Google Adwords

Create Search Campaigns

Creating Display Campaign

Optimizing Display Campaign

Remarketing Google Adwords

Social Media Marketing like.....

- Creating Search Engine Campaign Ads
 - Creating Display Campaign
 - Optimising Display Campaign
 - Creating Facebook Advertising Campaign and other social media campaign
 - Create Remarketing Campaign
 - PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship, etc. Usurers Interfere and Usurers Experience
 - Use of Marketing Communication tools effectively
 - Prepare the MARCOM strategy
-

B- 406- Finance

Tentative projects for Banking and Finance B 406

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

- Computers in Banking and Financial Institutes
- Concept of Core Banking Details , standalone system and new integrated system
- Basics of Banking Software , Web server technology , Standards for Core Banking Software
- General Guidelines for using software, Cloud Security
- Online banking , internet banking UPI payments and Payment gateways , Security aspects for the same.
- Demo on free online banking software by using Projects
- For Example - Collect information

The core banking software/systems used by different banks in India;

- Finacle by Infosys.
- BaNCS by TCS.
- Flexcube by Oracle.
- Blockchain
- Artificial Intelligence. ...
- Mobile Banking. ...
- Customer Relationship Management (CRM) ...
- Cyber security.
- IT report of Banking technologies on - **Future of Banking**: Fintech firms and big tech how the information is captured capturing value chain, providing services such as payments, checking etc.
- **IT in the banking sector - Technologies** include Artificial Intelligence (AI), big data, robotic process automation (RPA), The Controller of Certifying Authorities, Institute for Development and Research in Banking Technology (IDRBT)
- Certification Authority (CA) for digital signatures. Process of registration authorities (RA) negotiated dealing system (NDS), the electronic clearing service (ECS) and electronic funds transfer (EFT)

- Customer-to-customer one-click payments, the consumer-to-business effortless digital banking system, password-free biometrics, new cryptocurrency opportunities, location administrations and offers, and conversational Interface

C- 406 Human Resource Management

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

- Blockchain integration. In employee records ...
- People analytics tools. .for performance appraisal ..
- Real-time performance management. ...
- Biometric time tracking. ... In employee records
- Connected platforms in the workplace. ...
- Harassment-reporting tools.
- HRMS Business Value
- HCM cloud application
- Employees engagement
- Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT).
- Data Security and Privacy Controls HRMS to Oracle HCM Cloud,
 - Core Human Resources
 - Onboarding
 - Benefits
 - Absence Management
 - Workforce Modeling and Predictions
 - Workforce Directory
 - HR Help Desk
 - Work-Life Solutions
 - Advanced HCM Controls
- The Process of Manpower Planning.
- Describes the understanding of Techniques of Manpower Forecasting.
- Process of Selection.
- New Trends in Employee record Management.

This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection, identification of a particular source of information and how the information is further processed. Reports are generated based on the filled data.

D 406 Social Service and NGO management (Services Management)

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

Customer relationship - Delight & retain your customers by integrating real-time chat inside your website or mobile apps to provide instant & convenient support to your valuable customers.

Customer Management -Manage all your customer details at a single place with our flexible CRM solution. Build long-term relationships with customers by using their order history details in the most effective way.

Business Analytics -Know numbers that matter the most to your business - repeat customers, most ordered items & revenues. Understand your customers' behavior & target them with your new offerings.

- Creating Search Engine Campaign Ads
 - Creating Display Campaign
 - Optimising Display Campaign
 - Creating Facebook Advertising Campaign and other social media campaign
 - Create Remarketing Campaign
 - PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
 - Use of Marketing Communication tools effectively
 - Prepare the MARCOM strategy
-

E 406 – Agri-Business Management

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

Technology-enabled activities.

- The students will study various difficulties faced in absence of technology and identify probably solutions for the same.
 - Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile App by Digital India
 - Online study of PM Fasal Bima Yojana,
 - Introduction to Agri-Fintech startup farMart
 - **All Agriculture Technology**
 - Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera the mobile app, Crop Insurance Mobile App by Digital India.
 - Online study of PM Fasal Bima Yojana.
 - Introduction to Agri-Fintech start-up farMart.
-

BBA (International Business)

(A- 406) Warehouse management System

Suggestive Names of the software companies and their products

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

- NetSuite and likewise much more software for enterprise resource planning (ERP) and customer relationship management (CRM) functions.
- MacWinLinuxand: Cloud Zoho Inventory is a cloud-based inventory management solution designed for small to midsize businesses.
- inventory management, inventory control, -Reporting and analysis,
- Vendor managed inventory
- Magaya WMS and likewise software companies

- warehouse management inventory, automate accounting processes and improve warehouse management.
- The software provides a mobile app “Track2Go”
- Real-time delivery process , Fishbowl Inventory
- Fishbowl - hybrid manufacturing and warehouse management solution designed for small and midsize companies.
- Material requirements planning (MRP),
- Job shop floor control,
- CommerceBlitz for Logistics purpose and likewise many more
- Warehouse Management Software
- Wholesale platform. web-based
- Excalibur WMS is a cloud-based or warehouse management solution (WMS), designed exclusively for third-party logistics
- 3PL warehouse manager is a cloud-based warehouse management system designed for third-party logistics companies to manage multiple customers, processes and billing schedules.
- Infoplus WMS is a web-based warehouse management software solution for small to midsize companies -overall inventory, warehouse operations and shipping.
- WISE by Royal 4 Systems is a rules-based warehouse Management
- Lead Commerce is an integrated order management suite that offers applications like inventory management, merchandise planning, and customer relationship management.
- Omna- cloud-based ERP that allows businesses of all sizes to manage processes for the supply chain lifecycle, point of sale, warehousing, customer relationship management
- Oracle SCM Cloud is a cloud-based supply chain management solution that offers distribution, manufacturing, inventory management and fleet management within a suite.
- Agiliron cloud-based point-of-sale (POS) solution is designed to serve both in-store and mobile businesses as well as online sales channels.
- The Generix Group WMS is a highly flexible and adaptive warehouse management system built for companies that need their supply chains to be nimble, efficient, and scaling, while ensuring execution excellence, compliance, and operational
- Synapse is a cloud-based and on-premise warehouse management solution by Zethcon for small and mid-sized businesses.
- Kechie, a SaaS platform suited for businesses with \$1M+ in revenue, was developed to manage goods and services from the point of origin to consumption.

- Cadre Technologies' Cadence WMS is a warehouse management system that integrates warehouse operations with logistics and fulfillment.
- Foysonis WMS is a warehouse management system for small to mid-sized warehouses interested in utilizing cloud computing technology to integrate with currently installed hardware.
- Shipedge is a cloud-based warehouse management solution for small, midsize, and large enterprises. It caters to e-commerce warehouses,

(B 406) International Logistics & Port Management

(Students can prepare the project individually or in a group of 3 to 4 students and can select any three to five topics from the list.)

- License Procurement and Installation, Implementation & Customization
- SAP Business One SQL to HANA Migration
- Add- Ons Development
- Upgradation – (Standard Products | Add-Ons)
- Training and Documentation- (On-Site | Off-Site) ,Support – (On-Site | Off-Site)
- Automated Parcel Sorting System
- AI-backed shipment sorting and rider allocation software
- Asset Tracking And Logistics Enterprise Management Solution
- Managing Pick-ups and Deliveries
- Geo-coding and geo-fencing allows transparency in operations
- Reverse Delivery Scheduling, Multiple returns
- Customer App One-touch Communication
- Customers to track order status and find accurate ETA.
- Payments options - debit cards, net banking, and wallets.
- Agents Management -Real-time tracking -Track all the agents on a real-time basis, and monitor them efficiently.
- Mobile applications Agent Applications -Share notes, images or calendars with the co-workers in a flash.
- Complete Mobility Enterprise Suite that Empowers your Logistics Business ,
- DTDC

Guidelines for Project Reports

Course Code for DSE /GE – Semester V - 506 TYBBA and TYBBA (IB)

4Credits -Project and SPPU Viva for 50 marks

Introduction 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 project can be descriptive with existing systems/ prevailing conditions of the topic under Research.

Structure of the project report

A) Introduction– Based on the topic of study (from the chosen specialization of BBA), e.g. if it is a study on of Marketing practice, an introduction as to what is Marketing and its practices, and other relevant information should be given in context to the organization where this project is undertaken.

B) Background- A brief background about the company/organization under study, like Name, Location etc. and relevant details like organization structure, existing systems related to the particular subject understudy and a brief write up of the problem you have identified, and you want to study in that organization.

C) Methodology– It forms the crux of the report. It should clearly identify the Problem, the main objective of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance. Review of Literature can be done included, which indicates the research done so far with regard to the subject. The relevant data gathered should be presented in the form of tables, graphs, flow charts etc. Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done. Analysis of the data collected or the effect of the new practices on the existing one.

Survey: Depending on the course objectives, the the examiner may use the following criteria for evaluating learning through the survey method.

- The research aptitude of the student.
- The fundamental knowledge f the student with regards to the questionnaire, nature of questions.
- The depth of the conclusion s drawn, analysis done by the student.
- The student's understanding of the problem area after data collection through survey method.

D) Conclusions & recommendations: Based on the study done, the recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost-saving techniques, precautions.

1. Important guidelines while writing the project report

- Medium of instruction should be simple and good English while writing the report. Avoid grammatical errors.
- Follow all the structure of the report as mentioned above.
- Avoid ambiguity define and clearly state the problem and objectives. Important to include references, bibliography and list of tables.
- The report should also include a Certificate from the guide and acknowledgments for support provided by different people while undertaking the project (if any)
- The report should be in around 40 to 50 pages. (minimum)
- The following should be included in the Project Report in the same sequence as given below:
 - 1) Acknowledgment - to all those who have helped the student complete the project.
 - 2) Certificate from the guide (if help from a guide has been taken). (See appendix I)
 - 3) Table of contents, chapter wise with the appropriate page numbers.
 - 4) Actual project content following the given format.
 - 5) Bibliography - It is important for students to list the Book

In the beginning of the semester course teacher and students should plan their project timeline.

A) Proforma for project timeline card

(Students should strictly follow the dates as mentioned below)

Name of the student

Specialization

Roll No:

Mobile no:

Name of the Company and contact person, if any:

Project Title -

Time Line Details

Sr No	Task to complete	Last Date	Review date And remark	Student's sign	Teacher's Sign
1	Selection of a Topic / Area in which the Study to be done				
2	Identify the objectives and Methodology of the study. (Theory and material collection)				
3	Questionnaire design , (Based on Primary data or Secondary data) Collection of data and information about company (If applicable)				
4	Analysis of data – interpretation etc				
5	Submission of summary of findings and Listing down findings ,suggestions and conclusions				
6	Finalization of the entire project Report				
7	Spiral Bound Copy submission and internal (Mock- Viva voce)				
8	<u>Hard Bound Copies last Submission date</u>				

If Student fails to follow the date, then He / She will not be allowed to submit Project Report.

Name of the guide and Signature:

B) Format for Completion Certificate

Date:

This is to certify that

Mr. / Ms. _____ of _____ Roll
no. _____ having specialization in _____ has successfully completed
his / her project titled
_____ as per the norms of
Savitribai Phule Pune Univeristy under the guidance (Name of the Course Teacher) for the academic
year _____.

Internal Guide

External Guide

HOD /Principal

Manual of Internship Programme for
Third Year B.B.A. and B.B.A.(IB) Students (Semester VI)
Under Choice Based Credit System

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, Savitribai Phule Pune University 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 University has established a pool of business establishments that is 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 Choice Based Credit 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 SPPU has signed MOUs for internship. The colleges can take the benefits of this facility. Apart from that, the colleges may sign MOUs with industry associations like FICCI, CII, MCCIA, commercial and non-commercial or organizations, enterprises, offices and industry, etc. Sector Skill Councils (SSC) and Board of Apprenticeship Training (BOAT) will play an important role in helping the colleges in identifying industries for internships.

Guidelines for Teachers

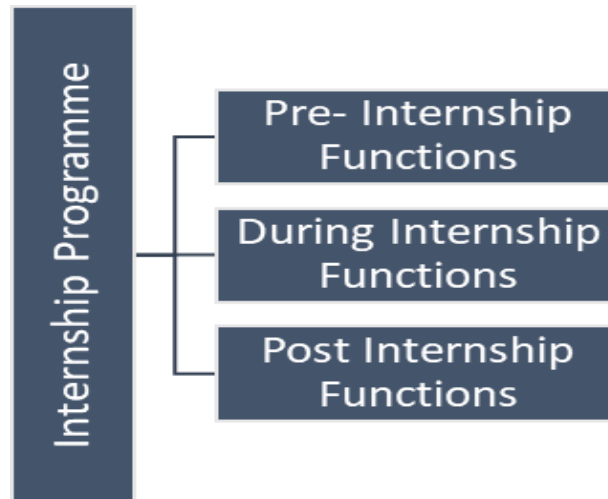
Teachers' contribution in planning and implementation of Internship Programme is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Programme a flagship initiative.

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, it is advised that the concerned department 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:



Guidelines for Teachers

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.	<p>A note on the preparation done by the student before joining the Internship Programme. This note may include the following:</p> <ul style="list-style-type: none"> 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
3. College name
4. Course details
5. Name of the student
6. Roll number and Contact details
7. Name of the organization
8. Details of the organisation, i.e. nature of business , department /section
9. Name of the reporting authority / concerned department head.

10. 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

Guidelines for Teachers

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)
Maximum Marks – 50

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:
 - a. Regularity and punctuality
 - b. Actual work performed
 - c. Feedback by the internship providing organisation
 - d. Nature of contribution made
 - e. Skills learnt
 - f. Problem solving initiative taken
 - g. 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**

College LetterHead

To,

The Manager(HR),

----- Co Ltd.

Subject :- Request for inclusion of students of our college for InternshipProgramme...

Madam / Sir,

Savitribai Phule Pune University has introduced ‘Internship Programme’ for ThirdYear 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 subjectselectedbythe 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