



**Guidelines for Conducting BBA and MBA Visit Program 2023**  
**Industrial/Community/Field**

**Linking Academia with Industry and Community**



**Mid-West University School of Management (MUSOM)**

**Birendranagar, Surkeht, Karnali Province**

**July 2023**

1  
*Signature*



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Approved by MUSOM Governing Council on Wednesday, Aug 2, 2023 (2080/04/17)

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2  
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## Contents

<b>Section I: Context.....</b>	<b>4</b>
1.1 Background.....	4
1.2 Objectives of Visits Programs .....	4
1.3 Introduction to Visit Programs.....	4
3.1 Objectives of Conducting Visit Program.....	4
3.2 Priorities.....	5
3.3 Eligibility .....	5
3.4 Funding .....	5
3.5 Use of Fund.....	5
<b>Section 2-Activity-Wise Guidelines and Steps.....</b>	<b>5</b>
<b>3.Appendixes.....</b>	<b>8</b>
Appendix A- Format for the Final Report .....	8
Appendix B-Industrial, Community, and Field Visit Request Form .....	9
Appendix C-Template for Permission Letter.....	10
Appendix D-Email Format .....	11
Appendix E-Request Letter for Visit .....	12
Appendix F-Permission Granted Letter for Visit.....	13



## Section I: Context

### 1.1 Background

Mid-West University (MU) is dedicated to provide practical higher education as Government of Nepal and GUC Nepal aim at making higher education field based and applied for employability. MU focuses on reform and nurturing excellence to develop university into the center of excellence.

Mid-West University School of Management (MUSOM), as envisioned in its Ten-Year Strategic Plan, is to promote industrial, community, and social attachment visit programs integral part of BBA and MBA education. These visits programs support graduates face real life issues relating to industry, community, and learn how to solve problems. MUSOM has undertaken the following four key visit sites:

1. Industry/Cottage Industry Visit
2. Community Visit/Education Institution Visit
3. Government Office and Private Office Visit
4. NGO and INGO Office Visit

### 1.2 Objectives of Visits Programs

The programs aim to promote:

1. Linkage with industry and community
2. Collaboration with employers and development agencies and stakeholders
3. Capacity building of BBA and MBA graduates through research, interaction, and observation
4. Report preparation by team members of the visit

### 1.3 Introduction to Visit Programs

Field visit program is an integral part of MUSOM BBA and MBA that facilitates graduates to go to real industry, community, and institute with a purpose of observing the site critically to see managerial and product process and marketing system. Visit leads graduates to learn preparing SWOT analysis of the site (industry, community, and institute) and real case-based problem-solving skills.

Visit makes graduates observe soft and hardware development of the site and realize how to face the real world after graduation and during their job career.

### 3.1 Objectives of Conducting Visit Program

- a) To develop team, research, social, and communication skills in graduates
- b) To enhance reasoning and collaboration for future career
- c) To develop entrepreneurship, leadership, digital, and innovation skills



### 3.2 Priorities

Realizing interest, needs based on syllabus, skills and financial resources of the visit team members, department can prioritize their areas for conducting the program. Some key priorities of MUSOM are as follows:

- Industry and cottage industries
- Business companies, Marts, Retailers
- Housing, Construction and Manufacturing
- Banking, Microfinance and FNCCI
- University, Campus, ED-Tech and Schools
- City, town, and local bazaar
- Ministry, Municipality, Rural Municipality
- Village, and communities
- INOG and NGOS
- Cultural and natural heritages sites

### 3.3 Eligibility

MUSOM BBA and MBA regular class attending students with a specified group and team belonging to specified semester are eligible to apply for conducting visit program. Visit program shall be endorsed by the department head.

### 3.4 Funding

Budget for the visit program will be as per financial regulations, amount deposited by students for visit program. If MUSOM has any other support fund, MUSOM can provide it to students on the basis of condition.

### 3.5 Use of Fund

The funds shall be utilized by the team or group for travel cost, lodging/food cost, and other possible cost.

## Section 2-Activity-Wise Guidelines and Steps

With the permission of department MUSOM graduates of each semester should undertake the steps and activities mentioned below:

### Step 1: LOI Submission to Department

Group of BBA and MBA graduates willing to go on field for industry, community, institutes, ministries, companies, should submit their letter of intent to department.

LOI will be evaluated by Program Department. Only successful group of graduates will be allowed to go ahead.



**LOI should include following format:**

SN	Particulars
1	<b>Basic Information</b> 1. Visit Site From
2	<b>Information Specific to Visit Program</b> 1. Two-Page Concept paper that must include following elements: 2. Introduction 3. Purpose of the Visit 4. Name list of Group member with signature 5. Key Activities to be carried out during the visit 6. Beneficiaries 7. Budgetary 8. Outcomes
3	<b>Team leader and Focal Faculty/Staff Member</b>  1. Commitment letter from team leader of graduates 2. Commitment Letter from the faculty to lead the team 3. Agreement with Travel Agency for Vehicle

**Step 2: Permission Letter from the Company, Institute, and Government offices**

With the help of department Team of Graduates should get a permission letter for visit (See template).

**Step 3: LOI Development and Improvement and Form**

Graduates are encouraged to develop and improve LOI including the following Form: (Annex-B)

**Step 4: Report Submission and Requirements for Report Submission**

**Requirements**

You should take care of the following details before writing and submitting your report.

**Part 1: Describing the Site**

1. Look over the requirements of your visit report. Your report may be 3 to 10 pages long. In some case it may be much longer.
2. Start the paper with general information about the visit: This is an introduction of the visit. In a paragraph, tell your audience when you visited the site and where the site is located. Mention who was in touch with you the site.
3. Define the purpose of the site: In 1-2 paragraphs, describe what type of site it is. Is it a cottage industry, large company, school, government office, school, campus, university, community, or what? Include details about the organization or community, its key stakeholders, members, and owners.

6  
*Samir*



4. Explain issues you were interested and committed to explore and solve.
5. Critically explain what happened during the visit in organized order. Answer the questions as follows: What did you do? Who did you meet?
6. Briefly describe the events of the day going you left the site. Include
  - a) Who did you talk to? What did they tell you?
  - b) What did you see at the site?
  - c) What events took place? Did you arrange discussion or interview?
  - d) Did you see any demonstrations of equipment or techniques?

7. Summarize your observation: Give step-by-step account of what you saw and observed. For example, you can describe structure and decision making process, product process/marketing/ any other.

### **Part 2: Reflecting on Your Visit**

1. Describe what you learned at the site. Connect your learning with your classroom activities. Is there something you didn't realize before that you learned while at the site? Who, at the site provided helpful information? What was your favorite part of the visit and why?
2. Make SWOT Analysis of the Site: Identify strengths, weakness, opportunities and threats

### **Part 3: Formatting Your Report**

1. Prepare title page to the beginning of the report. Title should be clear and concise, such as "Visit to Nepal Ratra Bank, Province Office, Surkeht".
2. Follow APA Guidelines
3. Use clear and objective language.
4. Include relevant pictures.
5. Proofread the report carefully.

### **Step 5: Report Acceptance**

#### **Basis of Accepting a Final Report**

1. Report submitted to MUSOM should include the following information:
2. Cover Letter
3. LOI accepted for visit
4. Permission letter from the company
5. Permission letter from MUSOM for the Visit
6. Form
7. Complete report with visuals following the template for the report (Annex-)

7  
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### 3. Appendixes

#### Appendix A- Format for the Final Report

SN	Particulars
1	<b>Prefatory Parts</b> <ol style="list-style-type: none"><li>1. Title Page</li><li>2. Cover Letter</li><li>3. Letter of Acceptance of the Final Report from the Department</li><li>4. Form for Visit</li><li>5. Letter of Permission from the site</li><li>6. Permission Sheet for Visit from MUSOM</li><li>7. Table of Contents</li><li>8. Executive Summary</li></ol>
2	<b>Text Parts</b> <ol style="list-style-type: none"><li>1. Introduction</li><li>2. Body</li><li>3. Close</li></ol>
3	<b>Supplementary Parts</b> <ol style="list-style-type: none"><li>1. Appendixes</li><li>2. Bibliography</li><li>3. Payment Bills</li></ol>

**Note: Report should clearly mention methods and data analysis process.**





### Appendix B-Industrial, Community, and Field Visit Request Form

Program/Batch	Year/Semester	Number of Male	Number of Male	Number of Female

1. Type of Visit/Tour -----
2. Date and Time of Departure -----
3. Date and Time of Arrival-----
4. Faculty in Charge.....
5. Address and Contact of Team Leader -----
6. Mode of Travel and Agreement-----
7. Copy of Approval Letter from Industry/Institute/Office –Yes/No
8. List of Male and Female Students with Authorized Signature --Yes/No
9. Accommodation Details with Confirmation Letters ---Yes/No-
10. Commitment Letter from Team leader of Graduates –Yes/No
11. Approval Letter from Focal Faculty to Lead the Team-Yes/No
12. Approval Letter from Director for Visit ----Yes/NO

Filled by Team Leader

Approved by Department

9  
*Signature*



Approved by Director

Note Please complete and submit to Department at least two weeks prior to date of departure. Office will forward a signed copy to the Office of Director for final approval.

### **Appendix C-Template for Permission Letter**

From,  
Sender/Your Name...  
Job Position...

**Date:** (date on which letter is written)

To,  
Receiver name...  
Job Designation...  
Company name and address...  
Sub: Permission Letter for Visit

**Dear (Sir/Name),**

On behalf of MUSOM where I serve as the Head of Department Undergraduate Studies, I request for permission to conduct an industrial visit at your company (Name). Your company is right site for the observation and visit. MUSOM has made the industrial visit part of its curricula and academic performance. This visit will enhance our graduates research and social skills. At the same time, it will help your company in terms of identifying main strengths and challenges for improvement. Our school is reputed at providing BBA and MBA quality education.

We wish to undertake an industrial visit at your company on (date) and (time) to acquire practical knowledge in (Specific subject area). (Explain your requirements). Our academic curriculum focuses on engaging students in practical experiences to observe the implementation of what they are taught in (Institute). (Describe on related curriculum). We believe that your company will give our students relevant knowledge during this visit.

A group of (Subject and department Name) students in (Related year) year and faculty members intend to participate in this industrial visit. (Name of selected teachers and students' name). Kindly make arrangements for a tour in the relevant departments in your company.

Please allow us to conduct an industrial visit to your company and meet your skilled employee.

We hope you will write back to us as soon as possible. Feel free to us on----- if there are other requirements for the visit.



Thank you in advance.

Yours faithfully,

Your name...

Job Designation...

Institute Name...

Contact Info. and Signature...

### **Appendix D-Email Format**

TO: Receiver Mail address, name.dffz@mail.com

From: Sender mail address, Namer.hfhg@mail.com

***Subject: Permission Letter***

Dear Mr./Ms./Mrs. (Name),

I am writing this letter on behalf of the (Department name) as the (Job Designation) at (Name of school/college), seeking your permission to conduct an industrial visit to your company, (Name of Company) on (Date), (Day). (Describe in your words). (Name of School/College) is a well-reputed educational institution in (Location). (Describe all about the situation).

There would be (Number of visitors) visitors, (Name of selected teachers and students' name) including faculty members. Being students of (Subject of study), this visit would help in better understanding of various concepts. (Describe on related curriculum). The purpose of this visit is (State purpose). We intend to take a round of the entire industry and show the tasks handled in different departments of our students. (Specific subject area).

Kindly grant us permission for the industrial visit and make the necessary arrangements for the same. (Cordially describe your greetings and expectation). We look forward to a positive reply from your side.

Thanking You,

Yours Sincerely,

Your name...

Job Designation...

Institute Name...

Contact Info...



## Appendix E-Request Letter for Visit

MUSOM

Birendranagr, Surkhet

St. Martin's School,

Subject- Request for a field trip.

Respected Madam,

I am a CR of BBA 5<sup>th</sup> semester of your business school. I write on behalf of the entire class.

Recently we studied a chapter on the production of cotton and its manufacturing in our entrepreneurship class. It fascinated us and intrigued us to know more about the industry.

We kindly request you to arrange for us a field trip to a cotton industry. This trip will allow the students to gain firsthand knowledge of the things we study theoretically.

Hoping for a positive response.

Sincerely,

Name

Semester

Contact



## Appendix F-Permission Granted Letter for Visit

From,  
Dr. Sushil Kumar Shahi  
Director,  
Mid-West University School of Management (MUSOM)  
Birendranagr, Surkeht, Karnali Province  
Date: -----

To,  
Faculty in Charge and  
CR, Team Leader  
BBA 4<sup>th</sup> semester  
MUSOM

Subject: Permission Granted

Dear Sir,

Concerning your letter/request form for industrial visit dated 5 July, 2023, I at this moment grant you the authorization to conduct visit for BBA 4<sup>th</sup> semester students of MUSOM, Chaudhary Group with the purpose of exposing students to practical life research and observation activities from July 15 to 20, 2023. I hope your visit will be full of stimulating academic values and pleasant memories.

Site you have selected is really the best place for students to link their classroom learning with the real world practices. Make sure you are going to accomplish the purpose of the visit. Notify the students regarding any misbehavior and hooliganism to maintain security during the visit. In the case of any irresponsible act, you and students will be held responsible. You are informed to submit a report as per format.

I wish you all exciting visit.

Warm regards,

Dr. Sushil Kumar Shahi  
Director, MUSOM