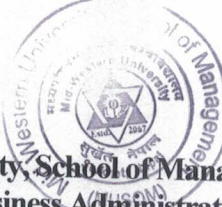


Volume 2

Annex 2.13d: MUSOM Internship Guidelines
2020 Indicating Provision for
Internship by Research, (pp. 1, 6).



Mid-Western University School of Management (MUSOM)
Master of Business Administration (MBA)
Internship Guidelines 2020

Description

The Internship Project in Master of Business Administration (MBA) program at Mid-Western University School of Management (MUSOM) has been designed with a three-fold customization of selective needs of the different graduates pursuing it as a mandatory, credit course requirement of the University. The three options available include 1. Internship by on-the-job experience, 2. Internship by research, and 3. Internship by project. As a distinctive specialty of MBA program at MUSOM, the Internship Project aims at providing with a real-life platform to gain corporate experience by personally engaging in day-to-day organizational jobs, performing an applied research for a specific institution and establishing a strategic analyses and revisit of a selected organization and its operations in a specific location.

Internship by on-the-job is an alternative route for those students who intend to explore career opportunities and thus require gaining real-life work experience in the organizations and functional areas of their choice. While undergoing this type of internship project, the students are expected to abide by organizational rules, norms and operating policies as the real members of the respective organizations and daily work hours and departments can be fixed up through mutual understanding between the respective works supervisor and the student undergoing internship.

Similarly, **internship by research** aims to provide opportunity for the students who intend to perform applied research in organizational setting and develop critic-analytical skills to solve organizational problems and make effective decisions based on result-based information. Some of the major research areas may include performing market survey, campaign effectiveness research, survey of consumer behavior towards a specific product or brand, impact assessment, etc.

Finally, **internship by project** is another equally important alternative route to undergo real-life exposure by performing a specific project assignment for an organization. Such project assignments may range from developing a new product or service to a particular institution to creating a new venture as an entrepreneurship initiative for self.

By all means, the **Internship Project** aims to empower the graduating students of MBA program by shaping up their professional maturity to provide with institutional leadership, critic-analytical and strategic thinking and operational excellence. Such a maturity will be witnessed by improved level of maturity for providing organizational leadership, applying critico-analytical thinking in organizational decision-making and effective communication in each Intern participating in this program.

For this, the graduates need to be placed in organizations of their choices with any one of the above stated methodological approach of Internship, all having a working duration of 8 weeks. However, the MBA program implementing institutions may reserve the final

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decision regarding approval on choice of organization selection and functional orientation of the Internship Project.

By enacting *Internship Project* as a mandatory course work to be accomplished through a practicum approach, MUSOM intends to promote a culture of collaborative approach for effective administration of Internship Project. Both the Works Supervisor at the respective organization and Internship Project Report Supervisor at MUSOM provide with hands on support to each Intern pursuing their projects.

The students have to carry out the Internship Projects for at least 8 weeks in a structured setting of work assignments, receiving adequate supervision, guidance and regular performance evaluation by a Works Supervisor in the respective organization. At the end of the project, each student should write a comprehensive Internship Project Report following the specified guidelines of the University and make a presentation to the Internship Project Evaluation Committee formed at MUSOM.

Objectives

The Internship Project at MBA program aims to --

- a. make each graduate familiar with the developing situations in different working contexts,
- b. help them identify the professional gaps in the organizations in which they can better contribute or provide effective leadership,
- c. provide with opportunity to engage them in the process of experiential learning through real-life organizational management and operations, or research and development initiatives, or undertaking a project initiative on situation analyses and planning,
- d. empower them with transformation of professional career options and skill competencies for life,
- e. provide with opportunity to harmonize their intrapersonal skills required in the world of professional career, and
- f. develop overall professional maturity in the graduates making them ready to take up their future career discourses empowered with responsible citizenship behavior.

Program Modality and Structure

Towards the end of MBA program, all the participants are required to undergo an Internship Project. Normally, the Internship will commence towards the mid of fourth semester of regular course and the students are required to have full time work during this crucial phase of experiential learning for at least 8 weeks. However, in special cases, the students may also go for a 'two-time, split-off' option, in which they can enroll into Internship Project any time during their MBA studies and have at least 4-5 weeks full time work in each time in 2 different organizations or departments in different trimesters and write the report for each experience on completion of each phase of work.



The students are required to obtain permission from MUSOM and the respective organization before commencing the Internship Project work.

The overall working modality of the program has been outlined as follows:

1. **Attend Internship Orientation Seminar:** Initially, MUSOM will organize a one-day seminar before commencing the placement in Internship. Particularly, the seminar will cover detailed discussions on choices among institutionally recognized modalities of the Internship Projects since the University insists the MBA graduating students to undertake any one among the three recognized modalities. Similarly, other important issues covered in the seminar shall include expected interpersonal skills and corporate citizenship behavior at the workplace, providing with expertise and team leadership roles for managing people, processes, technologies, other resources and projects in the organization. Also, the seminar will cover tentative working strategies and management of time and work schedules. More importantly, one of the key issues of discussion in the seminar will be communication of formal requirements of the Internship Project report writing, along required standards of making its presentation, evaluation criteria and project closing mechanism.
2. **Confirmation of Internship Placement:** On receiving approval from the organization, MUSOM will issue a Letter of Confirmation of Internship Placement to the individual student specifying the requirements and working procedures. Then the respective organization will be requested to endorse this document with nomination of Works Supervisor, allotment of work station and functional areas of coverage while working as an Intern in the organization, as far as applicable in tune with the selected modality of Internship opted by the individual candidate. A copy of endorsed document should be submitted to the Internship Project Report Supervisor at MUSOM.
3. **Development of Plan of Action:** In consultation with the Works Supervisor in organization and Internship Project Report Supervisor MUSOM, each student placed in Internship Project should develop a plan of action including the weekly timelines for overall functional work and learning coverage, different phases of reporting and making final presentation of the project report. The overall duration of Project Work and reporting should be limited to maximum 12 weeks and it should not be less than 8 weeks. In the case of 'two-time, split-off' mechanism, the final reporting should be accomplished within 6 weeks of the placement in each case. The plan of action should be duly approved by the respective Supervisors within a week of placement of the Intern.
4. **Internship Guidance, Monitoring and Supervision:** For the day to day monitoring, supervision and functional guidance, the respective Works Supervisor shall be responsible and the Internship Project Report Supervisor designated by MUSOM will periodically meet the work places, organize morning discussion sessions at the campus and perform necessary follow-up with each intern and works supervisor to make sure that each student performs with the spirit of approved plan of action with



minimum deviation of tasks and timelines. Such supervision should commence from the second week of placement and last until the last week.

5. **Final Evaluation:** On receipt of organizational confirmation of successful completion of the Internship Project work and submission of final report, MUSOM will organize an Internship Report Presentation Program in which each student should present the study report with learning reflections and professional commitment.

Following is the break-down of evaluation criteria and weightage:

| SN | Activities | Indicators | Weightage |
|---|---|--|-------------|
| Evaluation by the Works Supervisor | | | 40% |
| 1 | Job performance and professional maturity | 1. Exhibited level of tasks maturity towards the end of the program | 10 |
| | | 2. Tangible contribution made for the organization with results output | 5 |
| | | 3. Critical problems solved, assisted and best practices installed in the organizational process | 10 |
| | | 4. Effectiveness of personality disposition and communication | 10 |
| | | 5. Exhibited level of trustworthiness and professional loyalty | 5 |
| Evaluation by the Internship Project Report Supervisor | | | 40% |
| 2 | Content evaluation of the final report | 1. Quality of overall paper documentation using official rules and guidelines | 10 |
| | | 2. Language, structure, grammar and precision of composition | 10 |
| | | 3. Learning reflections for professional transformation | 10 |
| | | 4. Originality of writing | 10 |
| Final Presentation to the Evaluation Committee | | | 20% |
| 3 | Viva-voce [The Evaluation Committee members will include Program Director, Internship Supervisor, University nominated external evaluator] | 1. Overall interpersonal impression [opening, closing, body language, taking questions, responding with acceptance or rejection] | 5 |
| | | 2. Effective use of ICTs in production and delivery of presentation | 5 |
| | | 3. Confirmation of unique contribution through this project | 5 |
| | | 4. Confirmation of learning reflection and commitment for professional career | 5 |
| Total | | | 100% |
| Grading Criteria | | | |



| |
|---|
| <i>Outstanding:</i> Average score of 90% and above = Grade 'A' |
| <i>Very good:</i> Average score of 80% and above = Grade 'A-' |
| <i>Satisfactory:</i> Average score of 60% and above = Grade 'B' |
| <i>Unsatisfactory:</i> Average score less than 60% [Needs to rework and represent] |
| <i>Incomplete:</i> Failure to fulfill the requirements of any of the phases of Internship Project work and evaluation |

Note: The 'two-time, split-off' program evaluation will be accomplished by allocating 50% weightage to each event making final accumulated score out of 100%.

Note: In case a student scores less than 60% in average, he/she should be asked to rework on Internship Project Report and make a presentation again within a week. Failure to accomplish it will result in 'Incomplete' status in the final evaluation.

6. **Deliverables:** Following deliverables are required to be accomplished as part of formal Internship:
 - a. On the first day of the Internship commencement seminar, MUSOM will provide each student a Handbook on Internship Project Work and Report Writing.
 - b. MUSOM will facilitate with needs-based letter of request for internship placement and issue letter of confirmation on obtaining organizational approval for internship placement.
 - c. The respective organization will provide with its endorsement on confirmation.
 - d. The Works Supervisor in the organization will provide with confidential report of the individual student's performance.
 - e. The Intern will produce FOUR copies of final project report and submit to the Internship Project Report Supervisor [1 for student, 1 for the organization, 1 for the MUSOM records and 1 for the University].
 - f. The Intern will make a power-point presentation of the Internship Project Report.
 - g. MUSOM will provide with a letter of completion of Internship Project on successful completion of all phases of Internship Project requirements.
 - h. The Students Placement Center at MUSOM will publish Annual Internship Project Report Synopsis comprising the learning reflections of each Intern passed through the operating cycle.
7. **Report Structure:** The final report of the *Internship Project* should be developed as follows:

Prefatory part

Cover page
Acknowledgements
Letters of Transmittal
Executive Summary
Table of Contents
List of Annexures



List of Figures
List of Tables
List of Abbreviations

Main Body

Chapter I: Introduction

Chapter II: Organizational Overview [On-the job Internship]
Or

Chapter II: Review of Literature [Research-based Internship]
Or

Chapter II: Environmental Analyses [Project-based Internship]

Chapter III: Reflections of Work Experiences [On-the-job Internship]
Or

Chapter III: Research Methodology [Research-based Internship]
Or

Chapter III: Project Details [Project-based Internship]

Chapter IV: Conclusions and Recommendations [On-the-job Internship]
Or

Chapter IV: Data Presentation and Analyses [Research-based Internship]
Or

Chapter IV: Proposed Mechanism for Project Implementation, Monitoring
and Supervision [Project-based Internship]

Chapter V: Summary, Conclusions and Recommendations [Research-
based Internship]
Or

Chapter V: Project Control Mechanism [Project-based Internship]

Supplementary Part

References (in APA style)

Annexures

Appendices

Graduate Curriculum Vitae

Note: The report formatting and referencing should be accomplished using the APA Style Guidelines.