

JAYPEE BUSINESS SCHOOL

1. OBJECTIVES

The purpose of Corporate Internship for 8 weeks is to connect theory and practice, obtain knowledge and awareness of the functioning of various departments of the corporate and its environment which is essential for the success of the budding managers. The basic objectives of the Corporate Internship for the MBA students are:

- (i) To understand the business and competitive environment in which the organization is operating.
- (ii) To analyze and understand the financial position of the organization vis-a-vis competitors.
- (iii) To study at least one management department and its practices.
- (iv) To facilitate the students in testing what they have learnt in the foundation courses in the first year.
- (v) To get a feel of corporate life and its functioning & understand various interaction styles.

2. GUIDELINES FOR CORPORATE INTERNSHIP

- (i) Each student will fill the **Corporate Internship Form (Form-1)** and submit the same complete in all respect to Programme Chairperson before joining the internship.
- (ii) After joining the internship, each student will fill the **Joining Report proforma (Form-2)** and send a scanned copy of the form complete in all respect to his faculty mentor within two days of the joining.
- (iii) During internship, each student will remain in touch with his/ her faculty mentor through e-mail/ messaging/ personal meetings for his/ her guidance and to update him about the progress.
- (iv) Progress of the internship will be monitored through two reviews. The first review will be conducted at the end of third week and the second review will be conducted at the end of seventh week of the Internship.

First Review:

Each student (who is doing internship with external organization) will be required to send a one-two page report containing complete profile of the industry/company for which internship is being carried out, the objectives of his/ her study and review of the work done till the end of 3rd week to the faculty mentor within three days of the completion of first 3 weeks.

For other students first review will comprise of a one-two page report on,

1. Sector/Industry considered for study.
2. Specific organization/company chosen for study.
3. Theme selected out of the suggested ones.

Second Review:

On completion of 7 weeks, each student will submit a one-page report of the entire work done during internship to the faculty mentor within 3 days of completion of 7 weeks.

- (v) After completion of the internship, students will be required to write a project report of not more than 70-80 pages in a format given at **sl. no. 4**.

3. CORPORATE INTERNSHIP COMPONENTS

The Corporate Internship will cover following components:

- a. Industry Analysis,
- b. Financial Analysis, and
- c. Detailed study of the Assigned Project

a) Industry Analysis

While preparing the Corporate Internship Report, following points are to be covered under the Industry Analysis component:

i) Macro vs. Micro Economic Analysis

Analyze Global Economy, Indian Economy, Sector and Industry in order to provide a background of the business environment in which the company operates. It will also be useful to discuss the future prospects and challenges.

ii) Economic and Monetary Indicators

- Unemployment Rate
- Industrial Production
- Corporate Profits
- GDP/ Inflation

iii) Structure

- Companies in the industry
- Market size
- Growth trends
- Performance
- Legal/Regulatory issues
- Standards
- Technology
- Other environmental factors

iv) Competition Analysis

- Product Differentiation
- Existence of Monopolies
- Patents Held by Other Companies
- Technological/Procedural Advancements
- Barriers to Entry
- Foreign Trade Policy

v) Comparative Valuation of Competitors

- Profitability
- Liquidity
- Leverage
- Efficiency

vi) Marketing Mix

- Product
- Price
- Place
- Promotion
- People
- Physical Evidence
- Process

vii) The underlying forces at work in the industry

- Porter's five forces Model
- SWOT analysis
- PESTEL analysis
- Exit barriers in the industry

viii) The overall attractiveness of the industry

- Presence or absence of threats
- Competitive advantage of the firm over industry rivals

ix) The critical factors that determine a company's success within the industry

- Success factors
- Failure factors

x) Strategic Group Analysis

- Use of distribution channels
- Serving of market segments
- Technological leadership

xi) References and Sources

- Industry Research - Crisil
- Ibef.org/ Indian-it and iTes – industry – analysis
- CARE
- Dun & Bradstreet
- S&P
- RBI, MFAI, SEBI
- Industry Related Associations
- FICCI
- ASSOCHAM

Students are required to cover at least 8 areas mentioned above in details as applicable to their particular internship organization or chosen organization from the assigned industry sector.

b) Financial Analysis

Comparative Analysis of financial statements will cover Ratio Analysis of the following ratios:

- Profitability ratio
- Liquidity ratio
- Efficiency ratio
- Leverage ratio

Students will perform the comparative analysis between two companies in which first company will be the one in which he/she is doing corporate internship and second will be any other company in the same sector as of the first one.

In case the company is not listed or the financial data is not available, students are advised to choose any two companies in the same sector and perform the analysis. (For instance, you are doing internship in any automotive industry and the financial data is not available. So, you can choose two companies like Maruti Suzuki and Tata Motors and perform the said analysis.)

c) Detailed Study of the Assigned Project

Project Description

The student is required to describe in detail the nature of the work or the nature of the project or projects, which he/ she has carried out, stressing as much as possible on the management aspects of the work. The goals for the project, the methods used to approach the project, and the accomplishments should be described. No proprietary information of the company should be disclosed.

In case no project has been assigned to the students by the organization, they may choose any project from the suggested themes.

4. STRUCTURE OF THE REPORT OF THE CORPORATE INTERNSHIP

Final report of the internship should be structured as follows:

- (i) Cover page (Annexure-I)
- (ii) Self Certificate
- (iii) Certificate from the organization/Faculty Mentor
- (iv) Turnitin plagiarism report from LRC (Annexure-II)
- (v) Acknowledgement
- (vi) Table of Contents
- (vii) Executive Summary (one page)
- (viii) Introduction & Objectives of the Project (1-2 page)
- (ix) Company's Profile (2-5 pages)
- (x) Industry Analysis (15-20 pages)
- (xi) Financial Analysis (10-15 pages)
- (xii) Detailed Study of the Assigned Project (10-15 pages)
- (xiii) Impact of COVID-19 on the industry considered for the study with special reference and emphasis to;
 - Impact of COVID-19 on Consumer Business/Industry (1-2 pages)
 - Response of the industry towards CSR to COVID-19 (1-2 pages)
 - Recommendations/Suggestions to the top level management of the Industry to overcome with the crisis (if any) of COVID-19 for their industry (2-3 pages)
- (xiv) Conclusion & Recommendations (4-6 pages)
- (xv) Key Learning's from the Internship (1-2 pages)
- (xvi) References (including web references) (1-2 pages)
- (xvii) Annexure(s) if any

5. SUBMISSION OF CORPORATE INTERNSHIP REPORT

- (i) Each student will submit a soft copy of the report prepared in the format at sl. no. 4 above to the faculty mentor.
- (ii) Once the college reopens, students will be required to get plagiarism check of their report from LRC and collect plagiarism report after paying the prescribed fee of plagiarism check and submit the report to the faculty mentor.
- (iii) Only after satisfactory plagiarism report (**similarity index $\leq 10\%$**), faculty mentor will allow students to prepare hard copy of the project report. In case plagiarism report is not satisfactory, student will be required to re-write the report and submit the same for plagiarism check again following the same steps as above.
- (iv) After satisfactory plagiarism report, students would prepare a hard bound copy of the final internship report and deposit the same to the Programme Chairperson/ faculty mentor along with a CD containing the soft copy of the report.
- (v) Only those students will be allowed to take presentation/ Final Viva who submit their projects as in (iv) above at least two days prior to the date of presentation/ final viva.
- (vi) Programme chairperson would upload the results/Grades of only those students who fulfill the twin conditions i.e. Viva completed and submission of hard copy and soft copy of the reports as in (iv) above.
- (vii) Programme chairperson thereafter will submit the reports as well as CD's to the LRC.

6. EVALUATION OF CORPORATE INTERNSHIP

Evaluation of the corporate internship shall be as follows:		
a)	Day to day work to be awarded by faculty mentor	25 marks
b)	Day to day work to be awarded by corporate mentor (in case of internship from external organizations) OR Day to day work to be awarded by faculty mentor (in case of others) (Frequency or evaluation will be mutually decided between the faculty and the student)	25 marks
c)	Project Report	15 marks
d)	End semester evaluation by a panel of examiners i) Presentation (15 marks), and ii) Viva (20 marks)	35 marks

Marks for viva component will be given as per the following classification:	
Level	Out of 20
Below Average	Less than 9

Fair	10-12
Good	13-15
Very Good/ Excellent	16-18
Outstanding*	19-20
*Only in case the report/ project work is exceptionally outstanding and is among the best 5 per cent category.	

Warning: Plagiarism may invite the cancellation of marks for the report.

7. Suggested Themes/Topics for Internship

Following are some suggested topic for the students. The student must discuss with his/her assigned faculty mentor and mutually decide on a topic related to his/her assigned industry sector and impact on that industry due to Corona virus pandemic.

1. A study of advertising campaigns- both off and online during COVID by a firm and its impact.
2. Impact of COVID on Supply Chain Management.
3. Impact on liquidity of firms due to COVID.
4. Recent bank merger and their copying mechanism during COVID.
5. Stock Market crash and possibilities of revival.
6. A study of employee engagement practices in lock-down.
7. Compensation practices during lock-down and impact on morale of work force.
8. Contract labour issues during lock-down and lessons.
9. Future for Home to work.
10. Permanent change in human behavior due to COVID.
11. Impact on Business Models of the organizations because of COVID.
12. Impact on startups post COVID situation.
13. Impact of COVID on web based learning/entertainment.

FORM-1



Jaypee Business School
Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of UGC Act)
A-10, Sector 62, NOIDA, 201 307, INDIA, www.jbs.ac.in

CORPORATE INTERNSHIP FORM

(Submit this form to respective programme chairperson)

1. Name of the student	
2. Enrollment Number	
3. Name of the Organization of corporate internship	
4. Postal Address	
5. Date of Joining	
6. Expected Date of Completion	
7. Your Contact details during the corporate internship	
7.1 e-mail	
7.2 Mobile No	
7.3 Alternate Contact Number	
7.4 Address	

(Signature of the Student)

Date:

Name and Signature of the Faculty Mentor

Date:

FORM-2



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Jaypee Institute of Information Technology
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JOINING REPORT OF CORPORATE INTERNSHIP

(Send a duly completed scanned copy to faculty mentor)

1. Name of the student	
2. Enrollment Number	
3. Date of Joining	
4. Organization name	
5. Location	
6. Name of the Corporate Supervisor/Faculty Mentor with contact address and mobile number and email id:	
7. Functional Area/ Specialization	
8. Proposed Topic of Internship Project	

Note –All 8 points are mandatory to be filled by the student

(Signature of the Student)

Date:

Name and Signature of the Corporate Mentor

Date:

Annexure-I

(Cover page)



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Title

Corporate Internship Report

Internship Report submitted as a partial requirement for the award of the two year
Master of Business Administration Programme
MBA 2017-19

Name:

(Name of Organization, location)
Corporate Internship Supervisor
Name:

JBS-Faculty Supervisor:

Start Date for Internship:

End Date for Internship:

Report Date:

Learning Resource Centre
JIIT NOIDA
Turnitin Report

Date:

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