



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3

Subject: Business Legend - BBAXX13350

Type of course: Experiential Learning

Prerequisite: Basic knowledge & working etiquettes

Rationale:

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits C | Examination Marks | | | | Total Marks |
|-----------------|---|---|--------------|-------------------|----|-----------------|-------|----------------|
| CI | T | P | | Theory Marks | | Practical Marks | | |
| | | | | ESE(E) | CA | ESE (V) | CA(I) | |
| 0 | 0 | 0 | 2 | 0 | 0 | 80 | 20 | 100 |

Legends: CI-ClassRoom Instructions; T – Tutorial/Teacher Guided Theory Practice; P - Practical; C – Credit, CA - Continuous Assessment; ESE - End Semester Examination.

The duration of internship will be two weeks. It will be during summer semester i.e. after completion of 2nd semester and before the commencement of Semester 3rd semester.

Offline internship in industry - Student is supposed to select any one business legend (professional who is managing his own business or leading in business.)

Report Submission and Evaluation Guidelines:

- Student has to prepare a detailed report and submit the report to his/her college. A copy of report can be kept in the departments for record.
- Each student must be assigned a faculty as a mentor from the college.



- The evaluation will be of 20 marks for internal component and 80 marks for external Component. I Component (20 marks) will be evaluated by the Faculty Mentor or Internal guide of the students and V Component (80 marks) will be evaluated by faculty member nominated / appointed by the university
- The Internal & the External viva-voce shall evaluate based on:
 - Adequacy of work undertaken by the student
 - Application of concepts learned in previous semesters
 - Understanding of the organization and business environment
 - Analytical capabilities
 - Technical Writing & Documentation Skills
 - Outcome of the project – sense of purpose
 - Utility of the project to the organization
 - Variety and relevance of learning experience
- The presentation by student for Internship should in the presence of all students is desirable

Course Outcome:

| | |
|---|--|
| After learning the course the students should be able to: | |
| CO1 | Acquainted with the industrial environment |
| CO2 | Understand the real time technical / managerial /commercial /Administrative skills required at the job(s). |
| CO3 | Gain experience in writing reports and presentation. |
| CO4 | Develop responsibilities and professional ethics |

General Guidelines for Summer Internship

The "Business Legend" Internship is crucial for students as it bridges the gap between academic learning and practical application. Through a two-week internship, students gain firsthand experience in a professional setting, allowing them to apply theoretical knowledge to real-world scenarios. This Internship helps students develop essential technical, managerial, and administrative skills while understanding the dynamics of the business environment. To undergo this project, students must select and interview a business legend, complete a structured questionnaire, and prepare a comprehensive report. This experiential learning not only enhances their analytical and documentation skills but also fosters professional ethics and responsibilities, ultimately preparing them for future career challenges.



- Step 1: Student is required to select a business legend of their choice.
- Step 2: Student is required to take approval from their selected business legend regarding their Interview and slot to be finalized for the same well in advanced.
- Step 3: Students, after taking approval of their selected business legend, are required to fill in the structured questionnaire which is approved by the University.
- Step 4: Format for the questionnaire and Report will be provided the University.
- Step 5: Students will submit a spiral bound training report & presentation after completion of internship. That may include
- Institute's Certificate
 - Formal feedback from the Business Legend
 - Executive Summary
 - Organization profile
 - Outline of the problem/task undertaken
 - Research methodology & data analysis (in case of research internship only)
 - Relevant activity charts, tables, graphs, diagrams, AV material, etc.
 - Learning of the student through the project
 - Contribution to the host organization
- Step 7: List of students who have completed their internship successfully will be maintained by Training and Placement Cell of the Institute.

