

**VANITA VISHRAM WOMEN'S UNIVERSITY**  
**JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT**



**VANITA VISHRAM**  
**WOMEN'S UNIVERSITY**  
— SURAT —

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**HONOURS PROGRAMME**  
**In**  
**Specialization in Finance/Marketing/Human Resource**  
**Management**  
**under Learning Outcomes-based Curriculum Framework (LOCF)**  
**for Under Graduate (UG) Education**

**SEMESTER 5**  
**Core Courses (CC), Discipline Specific Elective (DSE)**

*Syllabus applicable to the students pursuing*  
**B.B.A. (Hons.)**  
**w.e.f. the Academic Year 2023-2024**

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11120**  
**B.B.A. Semester: V**  
**Core Course: Corporate Strategic Management**  
**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners:

- To analyse, synthesize and predict the impact of strategic decisions,
- To understand Management of research methods, procedures and processes in the field of strategic management and development of critical thinking and self-critical review,
- To enhance ability to integrate knowledge from strategic management to solve problems in a larger multidisciplinary context.

**Course Content:**

Module	Content	Weightage
1	<b>Introduction</b> – Definition of Strategy, Criteria for Effective Strategy, Need for Strategy, Introduction to Strategic Management –Definitions, Need for Strategic Management, Vision, Mission, Objectives, Strategic Management Process: Strategic Fit vs. Strategic Intent	25%
2	<b>Strategic Analysis</b> - Introduction to external analysis, Environmental Analysis or Scanning, External Analysis: Social & Cultural Factors, Technological Factors, Economical Factors, Political/Government Factors, International Factors and Natural Factors, Michel Porter's Industry Analysis, Competitor Analysis Internal Analysis: Resources and Capabilities, Core Competencies, SWOT Analysis and Value Chain Analysis	25%
3	<b>Strategy Formulation and Choice:</b> Formulation of strategy at corporate level: Stability Strategy, Growth Strategies, Retrenchment Strategies & Combination Strategy, Business Level: Generic Strategies and Functional levels Strategies, Evaluation of Strategic Alternatives (Corporate Portfolio Analysis: BCG, GE Matrix)	25%
4	<b>Strategy Implementation and Evaluation &amp; Control:</b> Strategic Implementation Concept, McKinsey's 7S Framework, Issues in Strategy Implementation: Project Implementation and Procedural Implementation, Structural Implementation, Behavioural Implementation, Functional Implementation Strategic Evaluation & Control, Process, Evaluation and Control Criteria, Control Barriers	25%

**Practical Exercise:**

**Learners are required to:**

1. Analyse and solve the case studies related to Corporate Strategic Management
2. Do assignments related to Corporate Strategic Management
3. Prepare Projects related to Corporate Strategic Management
4. Video based learning

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1	Business Policy and Strategic Management (Text and Cases)	P. Subba Rao	Himalaya Publishing House
2	Contemporary Strategic Management	Robert Grant	Wiley India Pvt. Ltd.
3	Competitive Advantage: Creating and Sustaining Superior Performance	Michael Porter	Free Press
4	Strategic Management and Business Policy	AzharKazmi	McGrawHill

**Course Outcome(s):**

After completion of the course, the student will be able to

- Understand the concept of strategic management and its significance in managing business successfully
- Understand the strategies at corporate, business and functional levels.
- Understand and analyze a firm's external environment, its resources and SWOT analysis for strategy formulation to compete with rivals
- Understand the process of strategy implementation and the challenges of managing change.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14010**

**B.B.A. Semester: V**

**Discipline Specific Elective Course: Advance Financial Management**

**Credit: 6 (Theory-4 and Practical-2)**

**Course Objectives**

To help learners to:

- Compute valuation of financial securities
- Understand various concepts of cost of capital
- Have an overview of corporate restructuring
- Understand the details on mergers and acquisitions
- Compute optimum dividend payout with the help of dividend models

**Course Contents**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
1	<b>Valuation of Bonds and Shares</b> <ul style="list-style-type: none"><li>● Valuation concepts</li><li>● Basic Valuation Model</li><li>● Valuation of Bonds/ debentures</li><li>● Valuation of Preference Shares,</li><li>● Valuation of Equity Shares</li><li>● Relationship among Financial Decisions, Return, Risk and Share Values.</li></ul>	20%
2	<b>Specific Cost of Capital</b> <ul style="list-style-type: none"><li>● Implicit and Explicit cost</li><li>● Computation of cost of debt</li><li>● Computation of cost of preference shares</li><li>● Specific costs of capital (cost of debt, cost of preference shares, cost of equity capital)</li><li>● Computation of overall cost of capital</li></ul>	30%
3	<b>Corporate Restructuring</b> <ul style="list-style-type: none"><li>● Mergers- types of mergers, economics of mergers, limitations of mergers.</li><li>● Acquisitions/ Takeovers- types of takeovers</li><li>● Divestitures (spin off, split up)</li></ul>	25%
4	<b>Dividend Decisions</b> <ul style="list-style-type: none"><li>● Meaning of dividend</li><li>● Types of dividend</li><li>● Factors affecting dividend decisions</li><li>● Dividend models (Walter, Gordon, MM) (Practical)</li></ul>	25%

**Practical Exercises:**

1. Analyse case studies related to mergers and acquisitions.
2. Prepare an Assignment related to evaluation of Dividend Decisions.
3. Prepare a Project considering the cost of various sources of capital .

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1	Financial Management	Khan and Jain	Tata McGraw Hill
2	Financial Management	I M Pandey	Vikas Publishing
3	Financial Management	Prasanna Chandra	Tata McGraw Hill
4	Fundamentals of Financial Management	R P Rustagi	Taxmann

**Course Outcomes**

After completion of the course, the student will be able to:

- Calculate valuation of securities such as debentures, equity shares, and preference shares
- Understand and compute specific cost of capital and weighted average cost of capital
- Cognize the basic concepts of Corporate Restructuring
- Comprehend the concepts of mergers and acquisitions
- Develop an understanding of dividend decision models and calculate the appropriate dividend payout ratio

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14020**

**B.B.A. Semester: V**

**Discipline Specific Elective Course: Advance Marketing Management**

**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- Understand types and roles of IMC in building brands, targeting consumers etc.
- Understand different competitive strategies adopted by Market Leader, Challenger, Follower and Nicher.
- Understand how companies introduce new market offerings and what challenges companies will face.
- Understand how companies design and manage its marketing channels and understand and manage the channel conflicts.

**Course Content:**

Module	Content	Weightage
1	<b>Understanding Integrated Marketing Communication (IMC):</b> <ul style="list-style-type: none"> <li>● Introduction to IMC</li> <li>● Communication process in IMC</li> <li>● Role of IMC in Brand building &amp; Ways to build a brand</li> <li>● Role of IMC in Consumer Behavior</li> <li>● Role of IMC in Targeting - Capturing target market with Advertising</li> <li>● Functions of IMC</li> <li>● Role of IMC Agencies</li> <li>● Classification of Advertising</li> </ul>	30%
2	<b>Introducing New Market Offering:</b> <ul style="list-style-type: none"> <li>● New-Product Options - Make or Buy</li> <li>● Types of New Products</li> <li>● Challenges in New Product Development</li> <li>● The New Product Development Decision Process</li> <li>● The Consumer Adoption Process</li> <li>● Factors influencing the adaption process</li> </ul>	25%
3	<b>Competitive Dynamics:</b> <ul style="list-style-type: none"> <li>● Competitive Strategies for Market Leaders</li> <li>● Market Challengers Strategies</li> <li>● Market Follower Strategies</li> <li>● Market Nicher Strategies</li> </ul>	15%
4	<b>Designing &amp; Managing Integrated Marketing Channels:</b> <ul style="list-style-type: none"> <li>● Channels Designing Decisions</li> <li>● Channels Managing Decisions</li> <li>● Channel Integration and Systems</li> <li>● Types of Conflict &amp; Competition</li> <li>● Causes of Channel conflict</li> </ul>	30%

	<ul style="list-style-type: none"> <li>Managing Channel conflict</li> </ul>	
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**Practical Exercise:**

- Analyzing the practical case studies related to IMC & Marketing Channels
- Prepare the Assignment related to Marketing Management
- Preparing a project report in the context of a Marketing Management.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Advertising And Promotion: An Integrated Marketing Communications Perspective	George Belch Micheal Blech	Tata McGraw Hill
2	International Business: Text and Cases	Francis Cherunilam	PHI Learning
3	Case Studies in Marketing	Ramendra Singh	Management Pearson Latest edition
4	Marketing Management	Philip Kotler, Kevin Keller	Prentice Hall

**Course Outcome(s):**

After completion of the course, the student will be able to

- Evaluate and critique contemporary marketing strategies and understand the best methods of implementation to maximise business performance.
- Be proficient in presenting, analysing, discussing, evaluating, persuading, and making decisions regarding contemporary marketing initiatives within an organisation.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14030**

**B.B.A. Semester: V**

**Discipline Specific Elective Course: Human Resource Development Strategy and System**

**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- To provide necessary perspective of Human Resources System and Strategies focusing on HR process, characteristics, creativity, innovation, and lateral thinking along with Human Resource planning process.
- To promote and develop conceptual analysis of employee-employer relations and behavior.

**Course Content:**

Module	Content	Weightage
1	<b>Human Resources Development: A Conceptual Analysis</b> <ul style="list-style-type: none"><li>● Human Resource Development, A Global perspective</li><li>● Growth and Development of HR in India, Emergence of HRD, Function of HRD</li><li>● Role of HRD Professionals in Organizations</li><li>● Introduction, HRD Structure</li><li>● HRD Culture and Climate</li><li>● Presentation</li></ul>	25%
2	<b>Succession Planning, Coaching and Mentoring</b> <ul style="list-style-type: none"><li>● The Importance of Succession Planning, Role of Different Stakeholder in Succession Planning</li><li>● Components Of Effective Succession Planning, Key Elements in Succession Planning Process</li><li>● Advantages of Succession Planning, Critical Factors for Succession Planning, Reasons for Failure of Succession Planning, Succession Planning in Major IT Companies</li><li>● Succession Planning in Business Families, What the Future beholds for Succession Planning</li><li>● Meaning of Coaching, Organizational Coaching, Types of Coaching, Process of Coaching, Benefits of Coaching</li><li>● Mentoring, Forms of Mentoring, Assumption in Using Mentoring as a Tool for Development, Qualities of a Mentor, Benefits of Mentoring, Similarities Between Mentoring and Coaching,</li></ul>	25%



	Difference Between Mentoring and Coaching <ul style="list-style-type: none"> <li>• Presentation</li> </ul>	
3	<b>Training and Development</b> <ul style="list-style-type: none"> <li>• Meaning and Development of Training and Development, Role of Training and Development in Organization</li> <li>• Areas of Training, training Process</li> <li>• Purpose and Importance of Need Assessment, Approaches to Training Need Analysis, When to Conduct a TNA</li> <li>• The Need Assessment System</li> <li>• Sources Of Data Collection for the various Levels of TNA</li> <li>• Presentation</li> </ul>	25%
4	<b>Human Resources Accounting, Auditing, and Information System</b> <ul style="list-style-type: none"> <li>• Personal Record and Report</li> <li>• HR Audit</li> <li>• The Concept, Objectives, Advantages and Limitation of HR Accounting</li> <li>• Approaches to HRA</li> <li>• Controlling Costs of Manpower</li> <li>• Human Resources Information System Limitation</li> <li>• Presentation</li> </ul>	25%

**Practical Exercises:**

1. Analyse Case Studies based on HRD.
2. Prepare Assignments based on HRD.
3. Prepare Projects based on HRD.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Human Resource Development, A Researcher's Perspective	R Krishnaveni	Excel Books, New Delhi [RK]
2	Human Resource Management	C.B.Gupta	Sultan Chand & Sons
4	Human Resource Management	K.Ashwathappa	McGraw Hill Education
5	Human Resource Management	S. S.Khanka	Sultan Chand & Sons
6	Essentials of Human Resource Management and Industrial Relations	P.Subba Rao	Himalaya Publishing House

**Course Outcome(s):**

After completion of the course, the student will be able to

- Understand theoretical analysis of Human Resources Development with various perspective of industry.
- Understand the Management of actual real assets in organization and deal with them, review about their performance, to provide the feedback for respectable changes in professional and personal life.
- To Train and developed employees as necessary part of organization life cycle
- To use new and appropriate technology for development of employees.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14040**  
**B.B.A. Semester: V**  
**Discipline Specific Elective Course: Investment Analysis and Portfolio**  
**Management**  
**Credit: 6 (4 Theory + 2 Practical)**

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**Objectives:**

To help learners to:

- Develop the understanding of Investments and various related concepts.
- Develop the understanding of Portfolio Management and relevant theories.
- Understand the importance and calculations of Risk and Return.
- Understand the process of Security Analysis through Fundamental and Technical Analysis.

**Course Content:**

Units	Content	Weightage
1.	<p><b>Investment:</b></p> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Characteristics and Objectives</li> <li>● Investment vs. Speculations vs. Gambling</li> <li>● Types of Investors</li> <li>● Investment Avenues</li> </ul> <p><b>Portfolio Management:</b></p> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Phases of Portfolio Management</li> <li>● Efficient Market Theory</li> </ul>	25%
2.	<p><b>Risk:</b></p> <ul style="list-style-type: none"> <li>● Meaning of Risk</li> <li>● Elements of Risk</li> <li>● Measurement of Risk</li> <li>● Value at Risk (VaR) Analysis</li> <li>● Numerical on Risk</li> </ul>	15%
3.	<p><b>Portfolio Analysis and Portfolio Selection:</b></p> <ul style="list-style-type: none"> <li>● Reduction of Portfolio Risk through Diversification</li> <li>● Markowitz Model</li> <li>● Capital Asset Pricing Model (CAPM)</li> <li>● Sharpe's Single Index Model</li> </ul>	35%
4.	<p><b>Security Analysis:</b></p> <p>a) Fundamentals Analysis: Economic Analysis, Industry Analysis and Company Analysis</p> <p>b) Technical Analysis: Dow Theory, Tripod of Technical Analysis, Charts, Elliot Wave Theory</p>	25%

**Practical Exercises:**

1. Case Studies based on Portfolio Management.
2. Videos based on Investment Analysis.
3. Assignments based on Portfolio Management Theory.
4. Projects based on Security Analysis.

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1	Security Analysis and Investment Management	O.P. Agarwal (3 <sup>rd</sup> Revised Edition)	Himalaya Publishing House
2	Security Analysis and Portfolio Management	S. Kevin (Latest Edition)	PHI EEE
3	Securities Analysis and Portfolio Management	V.A. Avadhani (12 <sup>th</sup> Revised Edition)	Himalaya Publishing House
4	Investment Analysis and Portfolio Management	Prasanna Chandra (5 <sup>th</sup> Edition)	McGraw Hill

**Course Outcomes**

After completion of the course, the student will be able to:

- Develop an understanding of various Investments Avenues.
- Recognize and apply appropriate theories, principles, and concepts relevant to portfolio management.
- Evaluate risk-return trade-off.
- Demonstrate the ability to analyse securities based on their fundamental aspects for making investment related decisions.
- Apply various tools of technical analysis for making investment related decisions.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14050**  
**B.B.A. Semester: V**  
**Discipline Specific Elective Course: Digital Marketing**  
**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- Understanding of Digital Marketing as an effective marketing mix element for marketing products and services for new enterprise and startups.
- The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan.
- Gained knowledge, skills and competences will help future entrepreneurs in forming digital marketing plan in order to manage a digital marketing performance efficiently.

**Course Content:**

Module	Content	Weightage
1	<p><b>Introduction to Digital Marketing:</b></p> <ul style="list-style-type: none"> <li>● Meaning &amp; Definition of Digital Marketing</li> <li>● Objectives of Digital Marketing</li> <li>● Concept of Search Engine Optimization</li> <li>● Concept of Affiliated Marketing</li> <li>● Concept of Search Engine Marketing</li> <li>● Concept of Content Marketing</li> <li>● Concept of Influencer Marketing</li> <li>● Factors which are responsible for the growth of e-commerce industries</li> <li>● Driving factors for e-commerce</li> </ul>	25%
2	<p><b>Key Concept of e-business and e-commerce:</b></p> <ul style="list-style-type: none"> <li>● Concept of CRM in e-commerce</li> <li>● Benefits of CRM</li> <li>● Concept of SCM and its benefits</li> <li>● Concept of ERP and its benefits</li> <li>● Concept of M-Commerce</li> <li>● Advantages &amp; Disadvantages of M-Commerce</li> <li>● Latest trends in M-Commerce.</li> </ul> <p><b>Online Reputation Management:</b></p> <ul style="list-style-type: none"> <li>● Meaning of Reputation Management &amp; Online Reputation Management</li> <li>● Bad Online Reputation Management</li> <li>● Good Online Reputation Management.</li> </ul>	30%
3	<p><b>Social Media Marketing:</b></p> <ul style="list-style-type: none"> <li>● Meaning by Social Media Marketing</li> </ul>	30%

	<ul style="list-style-type: none"> <li>• How manufacturing companies use Social Media Marketing</li> <li>• How service companies use Social Media Marketing, benefits of Social Media Marketing.</li> </ul> <p><b>Web Analytics:</b></p> <ul style="list-style-type: none"> <li>• Meaning of Web Banner</li> <li>• Types of Web Banner advertising</li> <li>• Flash Banner, Meaning of Web Analytics</li> <li>• Objectives of Web Analytics, Benefits</li> <li>• Major Functions and Types</li> <li>• Meaning of Web Traffic</li> <li>• Kinds of web traffic</li> <li>• Merits &amp; Demerits and Advertising models for paid traffic.</li> </ul> <p><b>Viral Marketing:</b></p>	
4	<p><b>E-mail Marketing:</b></p> <ul style="list-style-type: none"> <li>• Meaning of E-mail Marketing</li> <li>• Types of Email Marketing</li> <li>• Success factors for building email marketing strategies</li> <li>• Advantages &amp; Disadvantages of email marketing</li> </ul>	15%

**Practical Exercise:**

- Analysing the practical case studies related to Digital Marketing.
- Prepare the Assignment related to Digital Marketing
- Preparing a project report in the context of a Digital Marketing.
- Industrial educational visit to any digital marketing agency.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Digital Marketing	Raghvendra K. Shruthi Prabhakar	Himalaya Publishing House
2	The Art of Digital Marketing	Ian Dodson	Wiley – Latest Edition
3	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson 1st Edition - 2017
4	Digital Marketing	Seema Gupta	Mc-Graw Hill, 1st Edition – 2017
5	Digital Marketing Strategy, Implementation and Practice	Dave Chaffey Fiona Ellis Chadwick	Pearson
6	The Social Media Marketing Book	Dan Zarrella	O'reilly Media Inc.

**Course Outcome(s):**

After completion of the course, the student will be able to

- Identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships.
- Create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14060**

**B.B.A. Semester: V**

**Discipline Specific Elective Course: Management of Industrial Relations**

**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- Understand industrial relations systems
- Develop awareness among students of various parties of IRS (Management, workers, union & Government)
- Understand congenial labour management relations.
- Understand Reasons for industrial conflicts and strikes.

**Course Content:**

Module	Content	Weightage
1	<b>Introduction to Industrial Relations</b> <ul style="list-style-type: none"> <li>● Concept &amp; Meaning of Industrial Relation</li> <li>● Dunlop Model of Industrial Relations</li> <li>● Objectives of Industrial Relations</li> <li>● Conditions for Congenial Industrial Relations</li> <li>● Approaches to Industrial Relations</li> <li>● Impact of Globalisation on Industrial Relations</li> <li>● Presentation</li> </ul>	25%
2	<b>Trade Union</b> <ul style="list-style-type: none"> <li>● Concept &amp; Meaning of Trade Union</li> <li>● Functions of Trade Union</li> <li>● Objectives of Important Indian Trade Unions</li> <li>● Union Structure</li> <li>● Trade Union's Act,1926</li> <li>● Trade Union Amendment Act,2001</li> <li>● Problems of Trade Unions</li> <li>● Measures to Strengthen Trade Union Movement in India</li> <li>● Presentation</li> </ul>	25%
3	<b>Industrial Conflict</b> <ul style="list-style-type: none"> <li>● Introduction, Definition and Features of Industrial Conflicts</li> <li>● Causes of Industrial Conflicts</li> <li>● Types of Industrial Conflicts</li> <li>● Prevention and Settlement of Industrial Conflicts</li> <li>● Case Study &amp; Presentation</li> </ul>	25%
4	<b>Collective Bargaining</b> <ul style="list-style-type: none"> <li>● Meaning,</li> </ul>	25%

	<ul style="list-style-type: none"> <li>• Objectives and Importance of Collective Bargaining</li> <li>• Collective Bargaining Process, Bargaining Strategies</li> <li>• Case studies of Collective Bargaining in Indian history</li> <li>• Presentation</li> </ul>	
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**Practical Exercises:**

1. Analyse Case Studies based on Industrial Relation
2. Prepare Assignments based on Industrial Relation
4. Prepare Projects based on Industrial Relation.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Human Resource Management	C.B.Gupta	Sultan Chand & Sons
2	Human Resource Management	K.Ashwathappa	McGraw Hill Education
3	Human Resource Management	S. S.Khanka	Sultan Chand & Sons
4	Essentials of Human Resource Management and Industrial Relations	P.Subba Rao	Himalaya Publishing House

**Course Outcome(s):**

After completion of the course, the student will be able

After completion of the course, the student will be able

- to manage and grow industrial relation and framework to sustain in Comparative environment.
- to understand trade unions to manage labour and labour needs.
- to manage various labours and discipline in organization for smooth running of Organization and day to day activity.
- to manage industrial conflict and strikes.



**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11110**  
**B.B.A. (Honours) Semester: V**  
**Core Course: Summer Internship Project**  
**Credit: 6**

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Jyoti Dalal School of Commerce and Management- Department of Management, Summer Internship Program (SIP) is an integral part of the BBA academic curriculum and its satisfactory completion is a mandatory requirement for the award of the degree. Under the program, the students are required to undertake an internship assignment within assigned companies for hands-on corporate experience and for integrating the knowledge and skills acquired through the coursework. SIP also offers students the opportunity to gain exposure to industry projects; interactions with professionals and other summer interns; and improving their presentation, writing, and communication skills. SIP often acts as a gateway for final placement for many students.

**DURATION:** SIP is scheduled during the summer between the second and the third year. It generally spans for eight weeks. Any extension for SIP duration would be subject to the decision of the Dean/H.O.D. – SCBM of B.B.A. programme.

**Guidelines:**

- a) Every student will be allotted a Faculty Mentor (FM). A faculty mentor will be the friend/philosopher/guide to the student during SIP. Any problem related to SIP faced by the student must be reported to her FM only.
- b) Every student must submit a Weekly Internship Report (WIR) (Exhibit I) on every Friday of a week to her faculty mentor.
- c) Every student must submit a Interim Progress Report (IPR) (Exhibit II) after completion of 4 weeks to her faculty mentor.
- d) At the end of the internship, the student intern shall prepare Internship Completion Report (ICR) (format attached as Exhibit III).
- e) As proof of completion of the internship, the student intern will obtain an Internship Completion Certificate from the organization/company/Industry Mentor (IM).

**Rules and Regulations:**

- a) Students will abide by the applicable policies and norms of the Organization during the period of internship.
- b) The students are expected to first understand the organization and the industry/field in which the organization is operating, in order to make a meaningful difference with the quality of her work
- c) The organization has the right to terminate students from the internship at any time due to inappropriate behaviour and/or non-cooperation with the internship process and/or continued non-performance in assignment or any other reason the organization deems fit.
- d) Therefore, it is strongly advised that a student takes this internship with utmost seriousness.
- e) The students are expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study.
- f) It is expected that all students will adhere to the proper standards of intellectual honesty and professional propriety in their conduct.

- g) Students are advised not to do anything directly or indirectly which may create a poor impression about the University or JDSCM. Any student found disregarding any of the norms would be liable for disciplinary action.
- h) The students shall abide by the dress code and other professional norms of their internship organization. Punctuality is a quality that is appreciated by professionals across all organizations.
- i) The students should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned.
- j) Every student must regularly update the FM about the progress of the internship project.

### **After completion of SIP**

- a) The student intern shall submit the SIP Report (including completion certificate) to the Faculty Mentor within 15 days of commencement of the ensuing semester.
- b) The student must make a presentation before the faculty panel on SIP at the beginning of the semester.

### **FACULTY SUPERVISION, REPORTING & EVALUATION**

- a) The FMs are to ensure that the interns can deliver as expected and explore the possibility of converting the SIP opportunity into a long-lasting association, collaborations for research, executive education, and consultancy projects etc.
- b) During SIP, several interactions between the Faculty Mentor and the organizations/ companies are expected. These can be conducted through multiple modes such as email, phone, video, or in-person as may be expedient/appropriate.
- c) During the internship, the student intern may seek telephonic / email/skype etc. interactions with FM to receive support if necessary.
- d) Completion of the summer internship is a degree-awarding requirement for the BBA program of School of Commerce and Business Management. For any foreseeable or unforeseeable reasons, if a student is unable to complete the internship in the intended year, she should be allowed to complete the internship requirements at the end of 5<sup>th</sup> Semester. **It should be noted that as SIP is a core course, non- completion of SIP would entail no degree.**

### **EVALUATION OF SIP**

The internship evaluation will have three components-

(a) Continuous Assessment (During SIP), (b) IM assessment (On completion of SIP) and (c) Final Assessment on report and presentation (After completion of SIP)

**a)Continuous Assessment:** Students are expected to regularly update the FM on the progress of the internship project. A student shall submit an Weekly Report & Interim Progress Report (after 4 weeks) to her FM as per template in Exhibit I & II respectively. This report along with the student's overall compliance of the internship expectations will be assessed by FM for content and compliance. **This will carry 30% weight towards the final evaluation.**

**b)IM Assessment:** The Industry Mentor will submit in writing/discuss with the corresponding FM about the evaluation of a student in terms of exceeding or at least meeting expectation. **This will carry 10% weight towards the final evaluation.**

**c) Final Assessment:** A student will be required to submit a detailed Internship Report to her FM and appear for an oral presentation before a panel to compile her learnings from the internship. **The report will carry 30% and the viva (to be taken by external examiner) will carry 30% weightage towards the final evaluation.** The FM will share the final report format with the students.

### **IMPORTANT POINTS TO NOTE**

1. Students are advised to focus on only one summer internship for the duration of eight weeks and give it their full attention and effort.
2. In case of non-completion of internship by a student due to some genuine unforeseeable circumstances, the Dean/H.O.D.-B.B.A. JDSCM will review the facts of the case and suggest an appropriate alternative.
3. If a student's internship gets cancelled by the company owing to inappropriate or unprofessional behaviour by the student, the H.O.D. of B.B.A. will investigate the facts of the case and can fail the student in the internship. In such a scenario, the students will not be awarded the internship credits. The decision of the Dean will be final in this regard and binding on the students.

## STRUCTURE OF SUMMER TRAINING REPORT

Sr. No.	Particulars
1	Title Page
2	Project Completion Certificate (College)
3	Project Completion Certificate (Company)
4	Declaration
5	Acknowledgement
6	Executive Summary
7	Chapter 1: General Information
8-10	Any THREE Chapters from the list below: Production Department/Operations Department Marketing/ Sales Department Finance/ Accounts Department Human Resource Department Purchase Department
11	Chapter 5: Any other company specific department
12	Bibliography
13	Annexure

### **SUGGESTED FORMATTING GUIDELINES**

- Font Type: Times New Roman
- Font Size (Chapter Heading): 24
- Font Size (Main Heading): 16
- Font Size (Sub Heading): 14
- Font Size (Body Text): 12
- Line Spacing: 1.5
- Alignment: Justified
- References: APA Style
- Page No.: On right-hand side at the bottom of the page
- Copies: 2 Hard Bound

**Exhibit I:**  
**WEEKLY INTERNSHIP REPORT (WIR)**

Reporting Date:

Name of the student intern:

Name of the company:

Industry Mentor (IM):

Faculty Mentor (FM):

Project start date:

Weekly activities:

Name and Signature of Industry Mentor (IM)

Name and Signature of Faculty Mentor (FM)

**Exhibit II: INTERIM PROGRESS REPORT (IPR)**

Submission Date:

Name of the student intern:

Faculty Mentor(FM):

Activities completed in four weeks:

Activities stalled if any:

Activities planned for the next four weeks:

Name and Signature of Student

Name and Signature of Industry Mentor (IM)

Name and Signature of Faculty Mentor (FM)

**Exhibit III: INTERNSHIP COMPLETION REPORT (ICR)**

Submission Date:

Name of the student intern:

Faculty Mentor(FM):

Industry Mentor (IM):

Status of Project:

Parts of project abandoned, if any:

Key learning from the project:

Name and Signature of Student

Name and Signature of Industry Mentor (IM)

Name and Signature of Faculty Mentor (FM)