

## UNIVERSITY OF KERALA

### (Abstract)

Master of Business Administration (MBA) – Guidelines for Second Semester Internship and Fourth Semester Project work during the period 2019-2020 in the wake of COVID 19 pandemic – Approved – Orders - issued.

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### ACADEMIC A.IV SECTION

No.Ac.A IV/3/2020

Dated, Thiruvananthapuram, 16.10.2020

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- Read: - 1. Item No. II.2 of the Minutes of the meeting of the Faculty of Management Studies held on 13<sup>th</sup> August 2020
2. Item No. (II) -(ii) of the Minutes of the meeting of the Academic Council held on 27<sup>th</sup> August 2020

### ORDER

The Faculty of Management Studies vide paper read as (1) above endorsed the following guidelines for Second semester Internship and Fourth semester project work of MBA (Full time/Evening – Regular/Travel and Tourism/SDE) during the Academic year 2019-20 alone due to COVID – 19 pandemic as recommended by the Board of Studies in Business Management (PG).

#### **Guidelines for Second semester Internship**

1. The students need to identify any three organisations in a single industry/sector and submit the following:

- a. Introduction
- b. Industry profile
- c. Companies profile
- d. SWOT analyses
- e. Five forces analysis
- f. BCG/ DPM matrices
- g. Future prospects
- h. Conclusion

and submit a report not exceeding 100 pages and not less than 60 pages.

2. Faculty be assigned to students and consent from the students obtained in advance.
3. The report to be submitted within 1 month.

#### **Guidelines for Internship/Project for Fourth Semester**

1. All students to undertake a research based problem oriented project with the support of secondary data and submit a report as per the normal guidelines in the scheme and syllabus.

2. All Principals/ Directors to allot the topics in consultation with faculty to the students based on their field of specialisation or their area of interest. Prior consent from the students through online in necessary.
3. Students should be ready at the end of the project to submit a detailed report with the support of the assigned internal guide.
4. Projects should be completed in 30 days as there is no visit to companies.
5. The certificate from the Principals/ Directors that online support has been extended and that no student travelled, had contact with outsiders needs to be provided.
6. This project will take effect from 1st May for a period of one month.

The Faculty also recommended that the students are allowed to use either primary data or secondary data or in combination of both without travelling to complete their project work.

The Academic Council vide paper read as (2) above resolved to approve the above recommendations of the Faculty of Management Studies.

Orders are issued accordingly.

Sd/-  
**ANITHA D.**  
DEPUTY REGISTRAR (Acad.II)  
For **REGISTRAR**

To

1. The Dean, Faculty of Management Studies
2. PS to VC/PVC
3. PA to Registrar/Controller of Examinations.
4. Principal/Director, colleges offering MBA Programme.
5. The Director, Computer Centre
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**SECTION OFFICER**