

# Mandatory Internship Policy



**BCCM**

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**BHAVAN'S CENTRE FOR COMMUNICATION AND MANAGEMENT  
PLOT NO. 9, KHARVELANAGAR, BHUBANESWAR  
ODISHA**

## **INTRODUCTION:**

The rise in global competition has prompted organizations to devise strategies to have a talented and innovative workforce to gain a competitive edge. The internship offers the students an opportunity to gain hands-on industrial or organizational exposure; to integrate the knowledge and skills acquired through the coursework; interact with professionals and other interns; and to improve their presentation, writing, and communication skills. Internship often acts as a gateway for final placement for many students. Developing an internship policy is an impactful strategy for creating a future talent pool for the industry. AICTE has initiated various activities for promoting industrial internship at the post graduate level in management institutes. The main aim of this initiative is enhancement of the employability skills of the students passing out from these Institutions.

Keeping this in view, BCCM Training and Placement Cell (TPC) in association with Industry Institute Interaction Cell (IIIC) has proposed an Internship Policy with effective from Academic Year 2020-2021. This is framed in line with AICTE Model Internship guidelines and the syllabus structure of PGDM program.

## **PURPOSE:**

This policy lays down the procedures for assisting the students to find an internship in the industry at the end of the Third Trimester (Summer break). The policy also highlights the Standard Operating Procedures to be followed by students of BCCM.

## **SCOPE:**

Procedures laid down in this document are applicable to all the students of PGDM programs.

## **OBJECTIVES:**

The Internship program is offered to students with the following objectives:

- Expose Management students to the industrial environment, which cannot be simulated in the classroom and hence creating competent professionals for the industry.
- Provide possible opportunities to learn, understand and sharpen the technical/managerial skills required in real time industrial situations.
- Create conditions conducive to quest for knowledge and its applicability on the job.
- Gain experience in writing Technical reports/projects.
- Expose students to the manager's responsibilities and ethics as future employers.
- Familiarize with various materials, processes, products and their applications along with relevant aspects of quality control.

- Understand the social, economic and administrative considerations that influence the working environment of industrial organizations
- Understand the psychology of the workers and their habits, attitudes and approach to problem solving.

### **BENEFITS OF INTERNSHIP**

The following are the benefits of Internship Program for different stakeholders:

- Excellent opportunity to see how the theoretical aspects learned in classes are integrated into the practical world. On-floor experience provides much more professional experience which is often worth more than classroom teaching. Helps them decide if the industry and the profession is the best career option to pursue.
- An opportunity to get hired by the Industry/ organization.
- Opportunity to learn new communication as well as team work skills and supplement knowledge.
- Opportunity to learn strategies like time management, multi-tasking etc in an industrial setup.
- Makes a valuable addition to their resume.
- Creating network and social circle and developing relationships with industry people.
- Provides opportunity to evaluate the organization before committing to a full time position.

### **BENEFITS TO THE INSTITUTE:**

- Build industrial relations.
- Makes the placement process easier.
- Improve institutional credibility & branding.
- Help in retention of the students.
- Curriculum revision can be made based on feedback from Industry / Students.
- Improvement in teaching learning process.

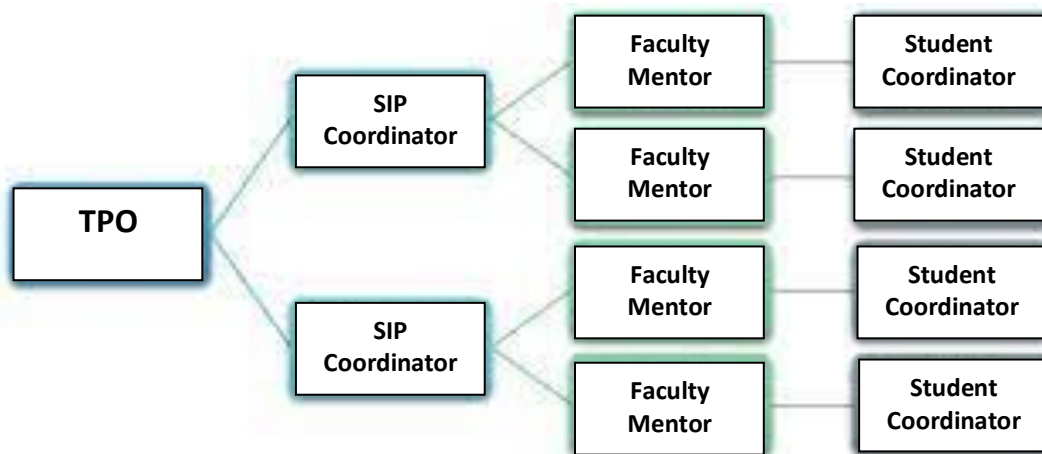
### **BENEFITS TO THE INDUSTRY:**

- Availability of ready to contribute candidates for employment.
- Year round source of highly motivated pre-professionals.
- Students bring new perspectives to problem solving.
- Visibility of the organization is increased on campus.
- Quality candidate's availability for temporary or seasonal positions and projects.
- Freedom for industrial staff to pursue more creative projects.

- Availability of flexible, cost-effective work force not requiring a long-term employer commitment.
- Proven, cost-effective way to recruit and evaluate potential employees.
- Enhancement of employer's image in the community by contributing to the educational enterprise.

### **TRAINING & PLACEMENT CELL AND ITS ROLE IN PROVIDING INTERNSHIP:**

The proposed organizational structure of Training and Placement Cell for conduction of Internship for students is as follows:



- The TPO will identify internship opportunities with different industries, Corporate House, startups, public sector and private sector organization and Coordinate with SIP coordinator; also maintain track record of internship and statistics. It also issues recommendation letter to students for obtaining various external internships.

### **INTERNSHIP DURATION AND ACADEMIC CREDENTIALS:**

The following framework is formulated to give academic credit for the internship undergone as part of the Management Program.

- Credits of Internship/ Entrepreneurial activities / Project work/ Seminar and Inter/ Intra Institutional Training is necessary to be earned by student to complete PGDM Program.

- Internships is full-time in the summer break during the academic session.
- 1 credit is equivalent to 1 week of Full time work Internship. (Full time means typically 8 hrs. of work per day)
- Refer the following table for possibility of availing internship opportunities during Trimester breaks.

Sl.No	Schedule	Duration	Activities
1	Summer Vacation	5 – 6 weeks	Internship / Project work / Seminar
2	6 <sup>th</sup> Semester	12- 15 weeks	Capstone Project / Social Sensitization Project / Community Development Project

### **INTERNSHIP GUIDELINES:**

The T&P cell will arrange internship for students in industries/organization after second, fourth and six/seventh semester(s). The general procedure for arranging internship is given below:

- **Step 1:** Request Letter/ Email from the office of Training & Placement Cell of the college should go to industry to allot various slots of 6-8 weeks during summer vacation as internship periods for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness for providing the training.
- **Step 2:** Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter will be submitted by the students in the office of Training & Placement. Based on the number of slots agreed to by the Industry, Training & Placement Officer (TPO) will allocate the students to the Industry. In addition, the internship slots may be conveyed through Telephonic or Written Communication (by Fax, Email, etc.) by the TPO or other members of the T&P cell / Faculty members who are particularly looking after the Final/Summer Internship of the students.

- **Step 3:** Students on joining Training at the concerned Industry / Organization, submit the Joining Report/Letters / Email.
- **Step 4:** Students undergo industrial training at the concerned Industry / Organization. In- between Faculty Member(s) evaluate(s) the performance of students once/twice by visiting the Industry/Organization and Evaluation Report of the students is submitted to the Dean's office / TPO with the consent of Industry persons/ Trainers.
- **Step 5:** Students will submit training report after completion of internship.
- **Step 6:** Training Certificate to be obtained from industry.

### **GUIDELINES FOR THE STUDENTS:**

Internship/ Placement is a student centric activity. Therefore, the major role is to be played by the students. TPOS may also include involvement of the student in the following activities:

- Design and Printing of Placement Brochure – Soft copy as well as Hard Copy.
- Preparing list of potential recruiters and past recruiters.
- Placement Presentation at various organizations, if required.
- Coordinating activities related to Placement including companies RR team visit to institutes.