



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

START-UP / MSME / INNOVATION DEVELOPMENT PLAN / SECTOR SPECIFIC REPORT								
I Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB016	CORE	L	T	P	C	CIE	SEE	Total
		0	0	2	1	100	-	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes: 30			Total Classes: 30			
Prerequisite: Basic skills of field survey								

COURSE OVERVIEW:

To provide students with practical exposure to diverse organizational settings-Start-ups, MSMEs, innovation initiatives, or sector-specific domains-enabling them to apply theoretical knowledge to real-world business problems and strategic decision-making.

COURSE OBJECTIVES:

- To provide students with practical exposure to diverse organizational settings, including start-ups, MSMEs, innovation initiatives, and sector-specific domains.
- To enable students to understand the functioning and operational dynamics of different types of organizations.
- To facilitate the application of theoretical knowledge to real-world business situations and challenges.
- To develop analytical and problem-solving skills for addressing business issues effectively.
- To enhance students' ability to participate in informed strategic decision-making within professional environments.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Understand start-up operations, founding processes, and business model dynamics.
2. Analyze assigned tasks, responsibilities, and entrepreneurial challenges experienced during the internship.
3. Examine functional area operations and identify organizational challenges within MSMEs.
4. Propose actionable process improvements and develop innovative solutions, including feasibility and impact assessment.
5. Evaluate sector trends, company positioning, and the influence of policy and regulatory factors on organizational operations.

Approach to Summer Internship:

(a) START-UP:

1. **Company Profile & Founding Journey:** Include the start-up's origin story, vision, founding team, funding stages, and current status (incubator, accelerator, market stage).
2. **Business Model Analysis:** Explain the value proposition, revenue model, customer segments, and go-to-market strategy.
3. **Roles & Responsibilities during Internship:** Detail your tasks, problem-solving contributions, learning outcomes, and exposure to entrepreneurial challenges.
4. **SWOT Analysis & Strategic Recommendations:** Analyze strengths, weaknesses, opportunities, and threats, and suggest future strategies for growth/scalability.

(b) MSME (Micro, Small & Medium Enterprise)

1. **MSME Background & Operational Context:** Provide a brief overview of the company, its size (micro/small/medium), industry type, location, and core operations.
2. **Functional Area Observations:** Describe the internship role, specific departmental exposure (HR, Marketing, Operations, etc.), and process understanding.
3. **Challenges Faced by the MSME:** Discuss typical pain points such as resource constraints, market competition, digitization gaps, or financial limitations.
4. **Suggestions for Process Improvement:** Offer actionable recommendations to improve efficiency, customer reach, or financial performance.

(c) INNOVATION DEVELOPMENT PLAN

1. **Identification of a Problem Area:** Begin by clearly stating the real-world problem or unmet need identified through observation, research, or stakeholder inputs.
2. **Ideation & Conceptualization:** Outline the innovation idea (product, service, process), how it was developed, and how it addresses the defined problem.
3. **Feasibility & Impact Assessment:** Assess technical feasibility, market potential, cost-benefit analysis, and possible risks involved.
4. **Implementation Roadmap:** Provide a plan with milestones, resource requirements, stakeholder involvement, and scalability scope.

(d) SECTOR-SPECIFIC REPORT

1. **Industry Overview:** Present a macro-level view of the chosen sector (e.g., BFSI, FMCG, Healthcare, IT, etc.), including size, trends, challenges, and opportunities.
2. **Company-Specific Analysis:** Highlight the organization's position in the sector, its market share, competitors, and key strategic moves.
3. **Internship Learning's & Functional Insights:** Reflect on your experience in a functional area and its alignment with sector trends (e.g., digital banking in BFSI).
4. **Policy or Regulatory Impacts:** Discuss relevant government policies, economic factors, or sector-specific reforms that influence the company's operations.

