



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

SUMMER INTERNSHIP-SEMINAR								
III Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P	C	CIE	SEE	Total
20MBA0023	CORE	4	0	-	4	100		100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Basic concepts of internship								

COURSE OVERVIEW:

This course on the Summer Internship provides MBA students with practical exposure to real-world business environments. Students are required to independently secure internships with organizations or professionals, with support from faculty and the institution.

They can work across various sectors such as banks, hospitals, companies, NGOs, or with professionals to understand business operations and models. The focus is on experiential learning, observation, and developing analytical and problem-solving skills.

At the end of the internship, students must submit a brief report based on their learning and present their experiences, enhancing their communication skills and ability to suggest solutions to real-world business challenges.

COURSE OBJECTIVES:

- Enable students to gain practical exposure by engaging with business organizations or professionals in real-world environments.
- Develop students' ability to analyze organizational structures, operations, and business models through observation and participation.
- Bridge the gap between theoretical learning and practical business applications across different sectors and industries.
- Foster professional behavior, communication, and ethical responsibility in dealing with corporate or professional settings.
- Encourage creative thinking and problem-solving by identifying challenges and proposing realistic solutions during internship experiences.

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

1. Understand key concepts of the new industrial revolution, startup ideation, entrepreneurial ecosystems and government initiatives supporting entrepreneurship in India.
2. Identify capital needs, estimate startup cash flows, secure legal approvals, and comply with tax obligations for launching a new venture.
3. Apply financial principles for conducting feasibility analysis, raising capital, leveraging funding options—equity, debt, bootstrapping, crowdfunding, strategic alliances.
4. Analyze the stages of startup growth, challenges in venture scaling, reasons for failure, strategies for sustainability and leadership succession in new ventures.
5. Evaluate startup exit strategies—bankruptcy, business sale, acquisition, IPO, liquidation and their implications for entrepreneurs & stakeholders.

Approach to decide Summer Internship:

Students should take covering letter/s, addressed to the organization/professional, before second mid of Second semester and approach the organizations. They can use their own contacts or seek assistance from the faculty and head of the MBA department of the college to pursue the process of getting the summer Internship. College is also expected to constantly approach companies and professionals and try to explore opportunities of providing summer internship to their MBA students. Students are also expected to put their serious efforts to get the summer internship because there is huge competition for getting summer internships and organizations are also expressing their inability to provide summer internship to the large number of students pursuing MBA.

Students may work in any organization like banks, hospitals, hotels, insurance companies, charitable trusts, NGOs, government departments etc., or work with any professional (like chartered accountants, doctor, lawyers, real estate, temples/ religious institutions etc.), small or big or any entrepreneur, manager of any business organization and understand how they are doing business. They can visit the shops, Petrol bunk, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model.

Report:

A brief report of explaining their understanding and analysis of the organization they work should be presented. There is no need to present information available in the websites. Students should give reference to the web link with a brief note on what the web site contains.

Presentation of their experiences through working and observation during the summer internship will enable them to enhance their creativity towards solutions for the issues and challenges of the business organizations or professionals with whom they are associated.

