



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								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P	C	CIE	SEE	Total
24MB0022	Seminar	-	-	4	2	100	-	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes: 45				Total Classes: 45		
Prerequisite: Basic concepts of management								

COURSE OVERVIEW:

The Summer Internship course provides students with practical exposure to real-world business environments. Students engage with organizations, professionals, or entrepreneurs to understand business operations, decision-making, and challenges. The internship helps students apply theoretical knowledge, develop analytical and problem-solving skills, and gain insights into business practices across industries. Through observation and hands-on experience, students enhance creativity, critical thinking, and the ability to propose solutions for organizational issues, preparing them for future managerial roles.

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. Develop a strategy for securing a summer internship by drafting a personalized cover letter and choosing relevant organizations - professionals for outreach
2. Explain the role of networking, faculty support, and proactive efforts in obtaining internships across sectors like banking, healthcare, hospitality, NGOs, and entrepreneurship
3. Apply effective communication and professional etiquette when approaching organizations or professionals to secure internships, and participate in field visits to observe diverse business models

4. Analyze the operations, challenges, business models of organizations visited during the internship, differentiating between theoretical knowledge and real-world business practices.
5. Evaluate the internship experience by preparing a detailed report and presentation that synthesizes observations, organizational processes and proposes creative solutions for challenges faced by host organizational professionals

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.

REPORTS

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.

