

**SRBS**

Bombay Suburban Art &amp; Craft Education Society's

**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH**Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground,  
Bandra (E), Mumbai – 400 051

## **Best Practice 2**

### **Title of the Practice: Workshop on Summer Internship Project (SIP).**

**Objective of the Practice:** To educate students on the purpose and importance of SIP, qualities of good research, provide them with appropriate research tools, questionnaire construction techniques, report writing skills and also equip them with required soft skills and etiquettes before they embark on journey to Summer Internship Project (SIP).

**The Context:** As per the curriculum prescribed by University of Mumbai, students who complete MMS I should do a Summer Internship Project (SIP) between their II and III semesters. SIP is meant to supplement their class room learning with industry norms and practices. Viva Voice examination is administered post internship to evaluate students.

The Viva Voce evaluation conducted two years ago revealed that majority of the students had insufficient understanding of what was expected in the SIP. They had little knowledge of what constituted a good research, research tools and they lacked required office and project work etiquettes. It was, therefore, decided to work on these deficiencies, which indirectly affected placement opportunities because of unimpressive internship project reports. It is clear from the feedback received from Industry and analysis of students' placements vis-a-vis summer internship projects by them, those students who do good summer internships projects either receive pre-placement offers or get regular placement opportunities.

Since SIP is important from employment point of view, the practice of conducting an intensive workshop for students before they embark on their internship journey, with in-house faculty and industry experts as resource persons came into being in the year 2016.

**The Practice:** All five sessions in the Summer Internship Workshop are delivered by in-house faculty members with industry experience. The five sessions comprise of a) Purpose & Importance of SIP, b) Qualities of good research, research tools and how to construct a questionnaire c) Writing a good research report, d) Presenting project work and e) Soft Skills and Etiquettes during SIP. A specially created Reference Book covering all the above topics are also distributed to students. The faculty in-charge issues a circular to all students detailing the guidelines for internship, Workshop details, such as Project topic finalization, submission date for Synopsis, date for submission of first draft of the Report to academic mentor, date for final submission of the Report etc.



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**Evidence of Success:** a) The pre-placement offers (PPO) have been going up in the past two years. For the year 2016, one student got the PPO, for the year 2017, six students were offered PPO and early placement students were offered PPOs.

**Problems Encountered and Resources Required:** As such no special problems in organizing and conducting the Workshop or implementing the detailed Summer Internship Process including monitoring it in a systematic manner are faced by the Institute. However, the challenges faced in the conduct of a Workshop are;

- Absence of awareness and realization among the students about the vital importance of good Internship projects which may fetch them a pre-placement offer and or a regular good placement opportunity.
- The month of March has been considered appropriate for holding the Workshop, as it precedes the semester end internship exams in April and commencement of SIP in the month of May, however it is difficult to get Industry experts in the month of March due to financial year ending.



**For Sheila Raheja School of Business  
Management & Research**

  
Director