

SSN SCHOOL OF MANAGEMENT

FINAL SEMESTER PROJECT-INTERNSHIP IN THE MBA
PROGRAM:



Seeking Project-Internship opportunities for final year MBA students

THE PROJECT INTERNSHIP

- The project-internship is a part of the final semester university curriculum.
- The semester also involves 3 courses which will be done in parallel with minimal interruption to the project.
- The project-internship is carried out in a business organization on a full time basis.
- The project must ideally address a real time issue in the organization which involves primary research followed by a rigorous research methodology right from the problem formulation stage.
- The primary aim of this project internship is to enable the students to apply their knowledge to the benefit of the organization.

PROCESS & OUTCOME

Process:

- It is ideal that the company assigns a guide for the purpose of meeting the organizational objectives.
- The students are also linked to faculty guides in order to periodically review the project (milestone based).

Outcome:

- Project report as per University requirements (to be shared with company)
- Final valuation through a viva-voce by an external examiner.

DURATION OF PROJECT INTERNSHIP

- Duration : 14 - 16 weeks
- Start date : Around 1st Feb 2018
- End date : Tentatively, 31st May 2018.
- Interim breaks required:
 - Course work : 3 Fridays & 3 Saturdays
 - Project review in campus : 5 days
 - Placement interview* : 5 days (tentative)
 - Semester exam : 5 days

* For participation in placement activities, if student not already placed

LEAVE OF ABSENCE

- Interviews for placement of students take place during the final semester. He or she might require leave to attend interviews in the campus or elsewhere during the period of internship.
- Students are required to report to the faculty guide / panel for periodic reviews and presentations of the projects, in order to ensure university standards are met.
- University exams to be held during April / May with a few days preparatory leave.
- SSN makes a standing request to the organization to grant such leave, for which a detailed schedule will be shared on request.
- All efforts would be made by students to keep the company informed in well advance about such leave.

DOCUMENTATION FROM COMPANY

- A confirmation letter offering Project-Internship with details of project area, name & contact details of the company guide.
- Project completion certificate that student has done an internship for 16 weeks and has completed the project.
- A feedback on the performance of the student

MBA PROGRAM CORE COURSES

Semester I

- Principles of Management
- Statistics for Management
- Economic Analysis
- Total Quality of Management
- Organizational Behavior
- Written Communications
- Accounting for Management
- Legal Aspects of Business

Semester II

- Operations Management
- Financial Management
- Marketing Management
- Human Resource Management
- Management Information System
- Applied OR for Management
- Business Research Methods
- Business Application Software

MBA PROGRAM CORE COURSES

Semester III

- Strategic Management
- Enterprises Resource Planning

Semester IV

- International Business Management
- Corporate Ethics and CSR
- Creativity & Innovation
- Project Internship

MBA PROGRAM ELECTIVES

Marketing

- Integrated Marketing Communications
- Strategic Brand Management
- Services Marketing
- Customer Relationship Management

Human Resources:

- Strategic HRM
- Industrial Relations and Labor Welfare
- Organizational Theory, Design and Development

Finance:

- Corporate Finance
- Securities Analysis and Portfolio
- Banking & Financial Services

Operations:

- Project Management
- Supply Chain and Logistics
- Services Operations

PAST PROJECT TOPICS

(This is an illustrative list)

- Optimizing the Website Traffic on a Cloud Platform
- Influence of product attributes in consumers purchase decisions
- Financial Statement Analysis and Working Capital Management
- GAP Analysis of Inbound Logistics Operations
- Design of Inventory management System for Spare parts
- Lead-Time Reduction at Binning Area
- Assessing the Market Readiness of a cloud based hospitality software
- Equipment Maintenance System
- Study and Analysis of the target Market for the Global HR Services
- Evaluating the trainee's perception on training program
- Analyzing the effectiveness of the Performance Appraisal System
- Identifying the factors causing attrition
- Analysing the Level of Employee Satisfaction
- Optimization of existing marketing channels
- A Study on employees' Work Life Balance
- A study on measuring and increasing awareness of a brand

ILLUSTRATIVE LIST OF PREVIOUS COMPANIES

- Zoho Corp
- Kotak Securities
- Sundaram Finance
- Cavin Kare
- Shriram Capital
- World Bank
- Berger Paints
- Rane NSK Steering
- Cormandel Engineering
- HCL Technologies
- Cholamandalam Investments
- Coca-Cola
- TVS Logistics
- Nielsen
- Carborundum Universal
- HDFC Bank
- Titan Industries
- TI Diamond
- Ramco Systems
- India Cements
- Sun Direct
- Mahindra & Mahindra
- Big Bazaar
- Bharat Heavy Electrical Ltd
- Indian Oil Corporation Limited
- Reliance Communication Limited
- Asian Paints
- ICF
- Ashok Leyland
- BHEL India
- Canara Bank
- Lenova
- Hyundai India
- TI Cycles
- THE HINDU
- Hatsun Agro Products
- Polaris
- Kaleesuwari
- ITC Limited
- Chennai Port Trust

STIPEND

The Company may consider paying a nominal stipend/ transport allowance to the student depending upon the work entrusted.

Thank You

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