

**SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**SYLLABUS EFFECTIVE FROM: 2018-19  
MASTER OF COMMERCE  
E-Commerce  
SEMESTER IV**

<b>CODE:</b>	<b>PB04CMEB21</b>	<b>TOTAL CREDITS: 20</b>
<b>PAPER:</b>	<b>INDUSTRY INTERNSHIP AND COMPREHENSIVE REPORT WRITING</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	<p><b>(i)</b> The period of Industry Internship will be 15 weeks. A Student is required to work in an organization under the supervision of a Manager who will assign appropriate duties, monitor the performance, render the necessary guidance whenever solicited and motivate the students.</p> <p>The internship includes following aspects:          Business Methods and Practices          Business Challenges          Enhancing and Augmenting the abilities for multicultural environment          Study of Organization and Organizational Structure          Study of Manufacturing Processes          Study of the working of: Finance &amp; Accounts Department, OR Marketing Department, OR HR Department, OR IT Department OR any other department.</p> <p style="text-align: center;"><b>OR</b></p> <p><b>(ii)</b> A Course Work related to the area of Management or IT or Both may be undertaken in lieu of Internship with an organization. Such a Course Work will be of 15 weeks duration, and will be considered as Industry Internship. In case, the duration of the Course Work is less than 15 weeks, then the student has to undertake another Course Work so as to complete the duration of 15 weeks. The student has to submit the certificate of completion from one Course Work or more to satisfy the 15 weeks duration requirement.</p> <p style="text-align: center;"><b>OR</b></p>	

	<p>(iii) The Start-Up Project may be undertaken in lieu of Internship with an organization by the student. Such a Project will be of 15 weeks duration, and will be considered as Industry Internship. The student will have to work from Idea Generation to Business Plan preparation.</p>	
<p>2</p>	<p>After the completion of Industry Internship, the student is required to submit a report to the organization, and the organization is required to issue a certificate of completion with appropriate comments and remarks.</p> <p><b>In case of 1(i) above, the Industry Internship Report must have following points:</b>  Profile of Organization (History &amp; Establishment – Organization Structure &amp; Nature – Promoters &amp; Board of Directors – Products – Employees –Major Markets &amp;Customers)ProductionMarketing  HRM &amp; Industrial relations  Finance &amp; Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheetand P&amp;L Account of last accounting year, if available).  Student Contribution to the Project Undertaken.</p> <p><b>In case of 1(ii) above, the report on the Course Work must have following points:</b>  The Modules and Content of the Course Work  The Learning Outcome of each Module  Overall Learning of the Course Work  Benefits to the Student out of the Course Work undertaken.</p> <p><b>In case of 1(iii) above, the report on the Start-Up must have following points:</b></p> <ol style="list-style-type: none"> <li>1. Executive Summary</li> <li>2. Company Formation: Type of Organization – Board of Directors or Performers – Office Address</li> <li>3. Business of the Start-Up – Idea Generation (Customer Pain Points – How they are addressed) – Innovativeness in the Idea – Business Model including Revenue Model</li> <li>4. SWOT Analysis</li> <li>5. Social Impact of the Business (Employment Generation, Benefits to Customers, Any other Positive Social Impact</li> <li>6. Industry Environment (Business is falling in which type of Industry, Industry SWOT Analysis, Two major competitor’s profile)</li> <li>7. Market (Target Market, Strategies for tapping the Target Market, Use of Media Channels, Retention &amp; Growth Strategies for Customers)</li> <li>8. Out-bound Logistics (Channels of distribution adopted for developing products/services to Customers)</li> </ol>	

	<p>9. In-bound Logistics (Sourcing of material/product, Factors considered in Sourcing, Inventory Management)</p> <p>10. Human Resource (HR Policy for Recruitment and Retention, No of Employees each year at various levels, their salary scale, Required Skill Set, Training &amp; Development)</p> <p>11. General Administration (Office Management, Support to various functional Departments, Coordination among all Departments, Use of Technology)</p> <p>12. Finance (Fund Requirement, Sources of Funds, Application of Funds, Projected Balance Sheet and Profit &amp; Loss Account for Five Years, Return on Investment, Return on Equity, Breakeven Point, Payback Period)</p> <p>13. Competitor's Analysis (No of Competitors, Their Business Model, How are they different from your business, How better you are than your competitors.</p> <p>14. Business Valuation projected after Five Years – Any Exit Plan prepared.</p>	
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**Important Note:**

1. The concern Teacher / Guide / Mentor shall guide the student from time-to-time.
2. The student must prepare the report as per the guidelines suggested in 2 above and follow the following format:

Sr No	Particulars	Details
1	Paper Size	A4
2	Margins	Left: 1.5 Inch Right: 1 Inch Top: 1 Inch Bottom: 1 Inch
3	Header / Footer	Header: Chapter Title Footer: Page No
4	Line Spacing	Double
5	Font Type	Times New Roman
6	Font Size	12 pt
7	Alignment	Page Justify
8	No of Copies	4

3. The Report must include: Title Page, Preface, Acknowledgement, Certificate of Completion, Table of Content, Detailed Description as per the guideline suggested in 2 above, Selected References.

**Evaluation:**

**Internal Evaluation**

1. The performance of a student will be evaluated by the concern Teacher / Guide / Mentor, on the basis of the regular reporting during the Internship / Course Work / Start-Up Project period and quality of Report prepared by the student. The Internalevaluation will be of 50 Marks of the Course.

**External Evaluation**

1. The performance of a student will be evaluated by the External Examiner, on the basis of the review of the Report prepared by the student. The Externalevaluation will be of 50 Marks of the Course.

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<b>PAPER:</b>	<b>Viva-Voce based on PB04CMEB23</b>	

**Evaluation:**

**Internal Evaluation**

1. The performance of a student will be evaluated by the Internal Examiner, on the basis of the one-to-one Interaction and Learning from the Internship / Course Work / Start-Up Project. The Internalevaluation will be of50 Marks of the Course.

**External Evaluation**

1. The performance of a student will be evaluated by the External Examiner, on the basis of the one-to-one Interaction and Learning from the Internship / Course Work / Start-Up Project. The External evaluation will be of50 Marks of the Course.