

## STUDENT INTERNSHIP PROGRAMME AND PROJECT POLICY

### Internships offer students the -

- Opportunity to trial various career options
- Opportunity for "hands-on" experience in the field of their choice
- Prepare a portfolio for future job searches
- Personal and profession development to meet the needs of the industry
- Confidence building
- Professional learning experiences
- Future employment opportunities
- Fulfill NEP Requirements

### Types of Internship offered at PSSEMR

#### A. BUSINESS INTERNSHIPS

PSSEMR provides an excellent opportunity to the Business/ Enterprise students to gain an insight into the business world and apply the skills taught in the classroom in real life business setting. To put this vision into a reality, the school, offers the students a chance to do a two-week summer internship in various companies. The experience diversifies from understanding marketing, finance to manufacturing and other aspects and thereafter submitting a detailed report based on their research.

#### Objectives

- To apply business concepts learnt in class in a business environment.
- To become familiar with the culture of business functioning
- To evaluate careers in marketing, entrepreneurship in light of personal career goals.

#### Projects conducted

##### I. Analysis of Organizational Structure

- Present an organization chart. Show the structure of your firm, including positions of responsibility and lines of authority. Show how business operations/finance positions fit into the overall structure of the firm. Prepare an entire flowchart diagram of the relevant department hierarchy.
- Describe the responsibilities of persons in Business operations/finance positions. This information should come primarily from interviews with managers

##### II. Analysis of the environment in which your firm is operating

- Customer trends - Identify and discuss trends that may influence the behavior of your firm's confidence levels, and statistics of target customer (e.g. demographics, lifestyle, and satisfaction). Be sure to give as many facts relevant as possible. Be sure to cite your references. Make a detailed report on each factor affecting the organization.
- Legal and regulatory trends.
- Economics factors
- Technological Factors
- Environment factors

### III. Study of Financial Management

- Understand the role of financial Management in the company
- Understand the objectives of financial Planning and how it is done
- Inquiry on Investment, financing and dividend decisions of the company for last 2-3 years
- Sources of finance (Debt and Equity)
- Capital structure and Procurement methods
- Description of factors affecting choice of appropriate capital structure of the company.
- Understand the fixed and working capital requirements and factors affecting them.

### IV. Research on Business Operations

- A detailed report on Manufacturing Process
- Procurement of raw materials
- Domestic and International Markets where goods are sold
- Fixed and Variable expenses (statistics of past 2-3 years showing trend)
- Research and Innovation
- Training of Labor Market share Growth Trends
- Rivals/Competitors
- Principles of Management involved.

### V. Analysis of Marketing Strategy

#### Product Strategy

- Category or categories offered
- Product Mix (width, depth, consistency)
- Branding policy: Give the name(s) of brand(s) in the product mix. Does your company use individual or family branding? Show the trademark(s) of your company's brand(s).
- Brand (or corporate) image.
- Evidence of product innovation

#### Pricing Strategy

- Position in market (e.g., discount, moderate, upscale)
- Type of pricing (e.g., cost-based, demand-based, competitor-based)

#### Communication Strategy

- **Advertising** - Is message institutional, price or product-oriented? What advertising messages are currently being used? What media are used? Give examples! (e.g., print, broadcast)
- **Direct marketing** - (e.g., direct mail, telemarketing, Internet)
- **Personal Selling** - Describe your company's approach to personal selling.
- How do sales representatives communicate with the customer? In person, by telephone, or electronically? What efforts do the sales representatives make to develop a "relationship" with their customers?
- **Sales Promotion** - Describe your company's sales promotion program.
- Examples of tactics include, but are not limited to: consumer promotion (coupons, premiums, contests, samples, point-of-purchase display)
- **Customer service** - What efforts does your company make to support its products after-sale?

### **Distribution**

- Describe the channel through which your company's products are marketed.
- Provide a diagram (or diagrams) showing the location of your organization in the channel.

## **VI. SWOT Analysis and Recommendations for Strategy**

- What are the strengths and weaknesses of your firm compared to its competition? What threats do you see? What opportunities are there?
- What changes in marketing strategies would you propose for the next five years?

### **Eligibility Criteria**

- Students from Grade 9 to PUC-2 from CBSE/ IGCSE/PUC having Economics/ Business management / Enterprise as their subjects/students exhibiting exemplary interest in entrepreneurship are eligible to work as interns with companies

### **Time Duration**

- The internships span from 10-15 days during summer vacation in the month of April to June every year.

## **B. Internship within the Junior School**

Students who finish their Grade 9<sup>th</sup> may help Junior School for a short duration to within the classroom. Their role is primarily to assist the teacher and take care of the very young learners. Some of these students are looking at Teaching as a career option. Some students also work within the Learning needs department as interns, to understand the needs of the specialized department.

### **Time Duration**

6-8 weeks during the month of April and May, as the new session begins.

## **C. Vocational Internship**

Students after grade 6<sup>th</sup> must choose one of the following, but not limited to, as internship options mandatorily.

- Pottery
- Stitching
- Black smith
- Gold smith
- Sculpting
- Moulding
- Carpentry
- Knitting
- Cottage works
- Agriculture
- Programming
- Networking
- AI, ML, IOT, Drone, Robotics, Cloud computing, etc. during summer vacations.

## **D. Project Work** – Student of every class must work on a project assigned to them during the Dashara vacation or summer vacation. Assessment of project and internship is as per Assessment Policy.

This policy will be reviewed as per review policy