

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Industry Exposure Project
Course Code:	1MS3011001
Pre-requisite Course:	Management Research project

Course Objectives:

- Enable students to apply business theories and concepts learned in the classroom to real-world industry scenarios, enhancing their practical understanding of business operations.
- Foster key professional skills such as problem-solving, teamwork, and communication by engaging students in industry-specific projects, allowing them to work collaboratively with industry professionals.
- Provide opportunities for students to build professional networks and gain insights into industry trends, challenges, and best practices through direct interaction with organizations and their leaders.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	-	24			300	300	600

Content:

Students will select a topic for project work in consultation with the guiding teacher and/or expert from industries. The student will have to do literature survey & experimental work on that topic. At the end of the semester he/she will have to submit a report on his/her works. The student will present his/her topic in front of experts and staff. His/her performance will be assessed on the basis of his/her project report and presentation.

List of Open Source Software/learning websites:

- <http://nptel.iitm.ac.in>, World Wide Web, Google Search Engine etc.