

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Industry Orientation Project
Course Code:	2MS3010504P
Pre-requisite Course:	Fundamentals of Business management

Course Objectives:

Industry Orientation Project intends to provide an industry orientation to students by visiting organization. By doing Industry Orientation Project, students will get chance to observe management lessons into real life organizational and environmental situations. This will enable the students to explore an industry/organization and enhance their knowledge in a familiar field. This project also offers chance to student to expand corporate contacts.

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	
-	2	4	4	-	-	50	50	100

Subject Contents:

During of 5th Semester each student shall undertake an Industry Orientation Project (IOP). It is mandatory for the student to seek advance written approval from the Institute about organization before commencing the IOP.

IOP may be a study of functional areas of organization or may be an operational assignment involving working by the student on a given task/assignment/project in an organization/ industry. It is expected that the IOP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted. The student shall submit a written structured report based on work done during this period.

The report should be well documented and supported by –

- Executive summary
- Organization /Industry profile
- Outline of the organization functions/task undertaken
- Details of Products/Services Offered by organizations
- Learning of the student through the project
- References in appropriate referencing

Project Report should reflect the nature and quantum of work undertaken by the student. The report must reflect the work undertaken and justify the same. The completion of the IOP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the IOP work. The student shall submit the project report after completion of the training to the institute.

Detail guidelines will be provided through IOP Handbook.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the structure, operations, and functional areas of an organization by engaging in an industry-oriented project.	Understand
CLO2	Analyze real-world business challenges and organizational dynamics by working on assigned tasks, projects, or operational assignments.	Analyze
CLO3	Apply theoretical management concepts and analytical skills to practical business situations and decision-making processes.	Apply
CLO4	Evaluate the impact of business functions, including marketing, finance, HR, and operations, in a real-time corporate or industry setting.	Evaluate
CLO5	Develop professional competencies such as problem-solving, teamwork, adaptability, and effective communication through industry exposure.	Create
CLO6	Demonstrate the ability to document and present structured project reports with well-supported data, analysis, and industry-relevant insights.	Create

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H							H	
CLO2		H	H						H	
CLO3	H		H						H	
CLO4		H				H				H
CLO5				H			H			M
CLO6			H					H	M	H

H: High, M: Medium, L: Low
