



Faculty of Management Studies
Master of Business Administration (Integrated) (Sem - VI)
 In Effect from Academic Year 2023-24

Branch Name:	Management (International Business)
Program Code:	MS301
Course Title:	International Business Industrial Visit Project
Course Code:	2MS3010684P
Pre-requisite Course:	The students should be equipped with the basic terms used in international business

Course Objectives:

1. To widening the student's perspective by providing an exposure to the real-life organizational environment and its various functional activities.
2. To explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.
3. To provide invaluable knowledge and networking experience to the students.

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

Course Contents:

1. The student has to undertake a project individually or in a group of students (as suggested by the institute).
2. Report is to be submitted by every individual student / Group of students. Student / Group need to select a topic and present their research proposal in front of a panel of faculty members.
3. After acceptance of the proposal, the student /group will undertake a project with guidance of an allotted faculty guide.
4. At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.
5. The university will arrange the external viva - voce for project report. The student is expected to make a 15 – 20 minutes presentation before the examiner regarding the project work undertaken, which will be followed by questions by the examiner.

List of Open-Source Software/learning website:

1. <https://nptel.ac.in/>
2. <https://swayam.gov.in/>

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To apply what was learned when working on a business plan or while exploring a new field, role or organization in international business.	Apply
CLO2	To enhance students' interpersonal, communication skills, and teamwork abilities.	Analyze
CLO3	To provide exposure to current work practices as opposed to theoretical knowledge being taught at their classrooms.	Evaluate
CLO4	By way of interactions with the staff of the industry, students get more exposure towards the current work conditions of any industry in international business.	Understand

Mapping of CLO with PO and PSO

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

H: High, M: Medium, L: Low