



Summer Internships and Placement Assistance

## B.Com. (INDUSTRY INTEGRATED)

in association with

### AVADH GIRLS' DEGREE COLLEGE



Understanding Business



Business Communication



Computers for Business



medha

### **Programme Objective**

Medha, a Lucknow based social enterprise, has tied up with Avadh Girls Degree College, to deliver an innovative programme, **B.Com. "Industry Integrated"** at Avadh Girls Degree College, Lucknow. The objective of the programme is to better prepare undergraduate commerce students for industry and link them with internship and full-time-job opportunities in the business & financial markets.

### **Programme Features**

- 3 additional classes per week (50 hrs per year) integrated with the college timetable to be delivered by trained facilitators and Industry Experts.
- 2 summer internships of 100 hrs each at the end of 1st and 2nd year.
- Placement assistance at the end of 3<sup>rd</sup> year.

### **Programme Structure**

The additional modules for the B.Com. "Industry Integrated" programme would be as follows –

**Year 1** **50 hrs + 100 hrs Summer Internship**

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#### **Computers for Business - I** **(15 hrs)**

##### **MS Office Basics**

- Word Basics
- Excel Basics
- PowerPoint Basics

#### **Business Communication - I** **(10 hrs)**

##### **Public Speaking**

- Divergent Thinking
- Extempore
- Speak out/Speak up
- Sharing Stories

#### **Understanding Business - I** **(15 hrs)**

##### **Inside Firms – organisational structure, functions, systems and processes**

- Organisation Structure
- Process Mapping
- Understanding Systems

#### **Career Preparation – I** **(10 hrs)**

##### **Internship Counselling**

- Workplace Etiquette
- Internship Projects & Companies

- Student-Project Mapping

**Summer Internship – I** (100 hrs)

**After completion of Part I in the summer break**

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**Year 2** 50 hrs + 100 hrs Summer Internship

**Computers for Business - II** (15 hrs)

**MS Office Advanced**

- Word Advanced
- Excel Advanced
- PowerPoint Advanced

**Business Communication - II** (10 hrs)

**Presentation Skills**

- Sales Shout
- Good vs Bad Presentation
- Group Presentation

**Understanding Business - II** (15 hrs)

**Outside Firms – channel partners, customer, market environment**

- Customer Perception
- SWOT
- Value Chain

**Career Preparation – II** (10 hrs)

**Internship Counselling**

- Workplace Etiquette
- Internship Projects & Companies
- Student-Project Mapping

**Summer Internship - II** (100 hrs)

**After completion of Part II in the summer break**

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**Year 3** 50 hrs + Placement Assistance

**Computers for Business – III** (15 hrs)

**MS Office Applied**

- Word Applied
- Excel Applied
- PowerPoint Applied

Making a project report and preparing presentation

**Understanding Business – III**

**(10 hrs)**

**Industry Exposure Projects**

- 5 Industry Talks
- Project on Industry Research

**Career Preparation - III**

**(25 hrs)**

**Placement Preparation**

- Resume Building
- Cover Letter Writing
- Mock Interviews
- Group Discussion
- Job Search – Web portals
- Placement assistance.

**Additional Elective Modules**

**60 hrs**

- Tally Basics (15 hrs)
- Tally Advanced (30 hrs)
- Entrepreneurship (15 hrs)

**Programme Cost**

- The cost of the course will be Rs. 1,500 per year.
- The elective courses would be charged separately to the students based on Rs.500 per student per module.

**Potential Companies for Summer Internship**



For further information on registration and programme, please contact Preety – 8960028680 or mail to [preety.thapa@medha.org.in](mailto:preety.thapa@medha.org.in)