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**“INTERNSHIP PROGRAM IS MILESTONE TOOL FOR FINAL PLACEMENT  
OF STUDENTS IN COMMERCE & MANAGEMENT STREAM”**



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**ABSTRACT**

*Internship program nurtures professional capabilities in the students and develops professional skill in them. Through internship program students get overall practical and market knowledge within a very span of time. This program creates awareness among the students about practicality of business. Classroom Teaching is a most commonly use method of teaching at graduate and post graduate levels. In the conventional college and universities the faculties only delivered lectures in the classrooms. But till they cannot claim that it is sufficient for developing professionalism in students which is the most important aspects of commerce and*

*management. Here it needs a bridge which can join the first phase of classroom learning and the last phase of the final placement in the career of commerce and management student. The students not only undergo an On-the-job-training but also get an additional training by the collegiate trainers i.e. group discussion, personal interview skill, interpersonal skills useful for interacting with a corporate personnel, soft skill development , English communication , current business awareness , domain subject related discussion , rigorous techniques which make the students able to survive in the corporate world.*

**KEYWORDS :***Internship program, On-the-job-training, Classroom Teaching, Final Placement.*

**INTRODUCTION**

Internship program nurtures professional capabilities in the students and develops professional skill in them. Through internship program students get overall practical and market knowledge within a very span of time. This program creates awareness among the students about practicality of business. They learn how to use the things taught in the classroom ultimately in real business life. It cannot be exaggeration if we can say that internship program is an important second phase for graduate and postgraduate level students who have got the basic conceptual knowledge through lectures, seminars and workshops.

### Ist Phase – Classroom Teaching



Classroom Teaching is a most commonly use method of teaching at graduate and post graduate levels. In the conventional college and universities the faculties only delivered lectures in the classrooms. But in Corporate oriented colleges they used to use various innovative techniques to make the classroom learning interesting. In such colleges they conduct group discussion, mock interviews and various activities like role plays, skits, extempore speech, management and financial games, language games etc. These activities definitely contribute much in the development of interpersonal skill along with the core domain knowledge.

But till they cannot claim that it is sufficient for developing professionalism in students which is the most important aspects of commerce and management. Here it needs a bridge which can join the first phase of classroom learning and the last phase of the final placement in the career of commerce and management student. Using the bridge a student should be able to cross the chasm between collegiate education and corporate world. The internship program proves to be the bridge.

### IInd Phase – Internship Program



The reason why internship program should be the second phase of education is that in Ist phase one will gets the theoretical knowledge of the subject in the classroom. The students get this knowledge through basic conceptual course which is necessary. But until and unless they complete their internship program they are unable to express theoretical aspect in practical and professionalized manner which is the need of today’s market. This program is filling the gaps between the theoretical background and practical ground.

### Utility of Internship Program in Conventional colleges and universities –

Gradually in Indian scenario the general course in universities except medical and technical education do not provide any rigorous internship or training program to the students which is also required in commerce and management education. It is very useful for the uplift of the standard of

practical knowledge and post graduate students. It is the need of the hour in all the universities. They provide the internship program only in MBA courses for a month or two, which are not sufficient for getting the actual practical knowledge. The program should be more rigorous like the one will provide in corporate college. In Corporate College the students get an exposure to the corporate world for four months. During this internship program students have to work like an employee of the respective internship company in which he or she is working as a trainee. They have to perform all the tasks assigned by the company guide maintaining etiquettes, manners discipline and policy of an organization. Through the internship program they are provided with necessary resources too carryout the task they are assigned. While performing these tasks skillfully the students are able to catch the eye of the recruiter which is useful for them in their final placement.

The students not only undergo an On-the-job-training but also get an additional training by the collegiate trainers i.e. group discussion, personal interview skill, interpersonal skills useful for interacting with a corporate personnel, soft skill development , English communication , current business awareness , domain subject related discussion , rigorous techniques which make the students able to survive in the corporate world. They get a chance of interacting directly with the corporate people and various ‘Management Guruj’ One of the corporate college students going through the process of internship program says that internship is a way of getting the practical knowledge of what they had studied I the classroom in Ist and IInd semester. The implementation of it in real world is possible through internship program. Through this program one gets the idea of corporate culture, and manners. A small trailer of field life can be experienced through this internship program. It raises the confidence level, convincing ability , pressure cope up capability etc.

### IIIrd Phase – Final Placement



After crossing the Ist and IInd phase a student enters into the IIIrd Phase i.e. the Final Placement. It is the most crucial point in the career of a commerce and management students. If the students have gone through a rigorous internship program it becomes easier for him to face this crucial point. Students who complete internship program with flying colors get pre-placement offers by the internship companies.

Internship program is an important stepping stone towards the way of final placement. It should be applied at all graduation and post graduation level courses of commerce and management in all the universities. Two month (Eight week) of internship program at graduation level and four month (Sixteen week) of internship program at post graduate level will be effective. This will make the students tough enough to face any challenge in the competitive field of commerce and management. Last but not least, this program enhances not only the personality of the students but also aims at uplifting the standard of graduate and post graduate students of commerce and management stream. With quality academics,

course wares it should be necessary that the students get rigorous training through this internship program which automatically improves their competence. Because of internship program the corporate college students get good placement offers in the corporate sectors even before the completion of their courses.

### CONCLUSION:-

As instance of today’s Internship program we can quote “In the Ramayana tells us that Ram and his brothers took their education in the “Gurukul of Vasistha”.Then Vishwamitra took Ram and Laxman with him to protect his Yadnyas. During this period they faced many challenges like encounters with demons. This was a sort of preparation for the great War against Ravana. Using Today’s terminology we can say that it was a sort of Internship program Rama and Laxmna”

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